

BOOMSATSUMA

Role: Marketing and Content Coordinator	Salary: FTE £30,000 (dependent on experience)
Place of work: Portland Square with flexibility to travel multi-site across Bristol	Line Manager: New Business and Projects Manager
Contract: Full time or part time (we're flexible for the right candidate, let's talk!)	Start Date: April 2026

WHO WE ARE

Boomsatsuma is a proudly independent educator delivering bespoke, industry-connected education for 16-year-olds and up in Bristol and the South West, always with compassion, care and a real focus on the individual.

We deliver education that trains the next generation of creatives in television and filmmaking, photography, game design, digital media and sports media. Our courses are built to flex and evolve with the industries we're part of - so students build the knowledge and confidence to take their next step.

JOB DESCRIPTION

You will be an experienced, hands-on marketing professional focused on delivering a clear and effective marketing plan. This role is about execution; owning campaigns, producing content and ensuring marketing activity is delivered on time and to a high standard.

You'll manage day-to-day digital marketing activity, including social media channels, website updates and campaign delivery, using insight and data to improve performance. You'll be comfortable working independently and managing multiple projects at once.

You'll be proactive, organised and motivated by helping students find their future in the creative industries, while sharing Boomsatsuma's commitment to inclusivity and creativity.

Content creation is a significant part of the role. You'll create engaging copy and visual content across social media, web, email and campaigns, including short-form video and student-led stories. You'll be confident taking ideas from brief to published



content, adapting messaging for different audiences and channels, and maintaining a consistent brand tone.

KEY RESPONSIBILITIES

Campaign Support

- Lead in the planning, execution and evaluation of marketing campaigns across various channels, including digital, print and events.

Content Creation

- Create, edit, and publish engaging content for social media.
- Work with the team to develop eye-catching visuals using tools like Canva or Adobe Creative Suite.

Data Analysis and Reporting

- Track the performance of campaigns and social media channels, compiling key metrics into regular reports.
- Effectively use GA4 and social media analytics to propose data-backed creative campaign ideas.

Social Media Management

- Day-to-day channel management, including scheduling, posting and community moderation

Communications

- Support the New Business and Projects Manager in delivering communications, ensuring all messaging aligns with the brand and tone of voice.

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- Collaborate with teams and students to gather relevant content and stories for newsletters and press materials.

Website & SEO Management

- Update and maintain website content to ensure accuracy and consistency.

General Marketing Support

- Organise and maintain digital assets, ensuring access to up-to-date branding and marketing materials.
- Assist with event promotion, logistics, and follow-up communications as needed.

Administrative Support

- Organise and maintain marketing materials and files.

ESSENTIAL SKILLS AND ATTRIBUTES

- Strong written and verbal communication skills, with the ability to create engaging content.
- Experience in filming and editing video content for social media

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- Basic understanding of digital marketing, including social media, SEO and campaign management.
- Experience with social media platforms (Facebook, Instagram, TikTok) and scheduling tools.
- Ability to analyse marketing performance using GA4, social media insights, and reporting tools.
- Basic graphic design skills using Canva or Adobe Creative Suite.
- Familiarity with website management and content updates (WordPress or similar CMS).
- Highly organised with strong attention to detail and the ability to multitask.
- A proactive, creative mindset with a willingness to learn and contribute ideas.

Desirable

- Basic knowledge of CRM tools and database management.
- Experience assisting with event planning, promotions or logistics.

Some out of hours work will be required to film events, exhibitions and screenings.

We value the benefits of having a diverse team, and our recruitment style ensures everyone is treated fairly, and we welcome applications from across all communities.