



Depot Climbing Marketing Assistant Role (part-time)

James Lister | 09.06.25

Marketing Assistant Job Description Document

Job Description

Overview

Depot Climbing is seeking a creative and driven individual to assist in the planning, creation and delivery of its annual marketing activities. This role will suit candidates with a strong understanding of social media management, experience in copywriting and an ability to connect with our community both online and offline. You will be able to foster engagement, participation and contribute to the overall business growth.

Location

Sheffield

Salary

£13.40 per hour

(2 days per week, days to be confirmed)

Reporting to

Marketing Manager

Role Description

The role includes, but is not limited to:

- Creating branded content for social media, website and offline media use
 - Monitoring its success and analysing metrics to assess effectiveness
- Assist in planning and executing the annual marketing calendar and campaigns involved
 - Collaborating with the marketing team and centre management teams
- Contribute to the planning, organising and execution of promotional events
 - Collaborating with internal and external stakeholders
- Manage and oversee the creation of content for publishing on all Depot Climbing social media platforms
 - Content that complements Social Media Rep video content
- Copywriting for digital content

- Writing blogs to support both the climbing centres, athlete updates and online e-commerce
- Incorporate brand voice and identity into digital and offline content
 - Confidently able to copywrite using the brand's voice and tone
- Undertake projects as needed to meet the business objectives
 - Ability and willingness to take on extra work and responsibilities

What we're looking for

We are seeking a creative, proactive, and driven part-time (approx. 16 hrs/week) marketing assistant to work alongside and support the Marketing Manager, Content Creator, and Social Media Representatives.

The successful candidate will have experience:

- Social media content creation
- Strong design skills in Canva Pro
- Excellent written and verbal communication skills with a keen eye for detail
- Ability to work independently and collaboratively to manage multiple deadlines
- Creative flair and willingness to learn new skills

Nice-to-haves

- Degree/diploma in Marketing, Graphic Design, Communications or related field
- Experience in indoor climbing environments and knowledge of climbing history and developments
- Familiarity with analytics tools to track performance metrics