**Job Title:**

**Associate** **Marketing & External Communications Specialist (Remote with occasional travel)**

**About Us**:
NxGen Leadership is a dynamic and rapidly expanding leadership consultancy seeking a seasoned **Marketing & External Communications Specialist** to drive our growth. As a key member of our startup team, you'll play a pivotal role in shaping our brand and expanding our reach. This is an exceptional opportunity for a skilled professional looking to make a significant impact in the leadership development field.

**Role and Responsibilities**:

* Develop and manage content for LinkedIn, X (formerly Twitter), Instagram, and Facebook.
* Coordinate external communications, including newsletters and email campaigns.
* Support the creation of marketing materials, blog posts, and promotional content.
* Monitor social media trends and engage with our online audience.
* Assist with brand messaging and PR initiatives.
* Work closely with the team to execute marketing strategies.

**Must Haves**:

* Minimum C grade/ grade 5 in GCSE or Functional Skills Level 2.
* Basic knowledge of LinkedIn, X, Instagram, and Facebook.
* Ability to work independently with good time management skills.
* Strong written and verbal communication.
* Creative mindset with a willingness to learn.
* Basic knowledge of Canva, Adobe Creative Cloud, or other design tools.

**Desirable**:

* Qualification in content design, marketing or equivalent
* Basic knowledge of SEO best practices and Google Analytics or other tracking tools.
* Experience writing engaging blog posts, social media captions, or newsletters.
* Ability to create or edit short video content for social media.
* Experience supporting or promoting webinars, workshops, or virtual events.

**Perks & Benefits**:

* Flexible working hours.
* Opportunity earn commission on top of freelance fee.
* Mentoring and coaching.
* Opportunity to interview for a permanent role if targets are met by Q3 2025.

**How to apply:**

**Please provide a brief response (no more than 2 pages) to the following questions.** Highlight your skills, knowledge, and experience, and explain how they align with the job requirements. Be sure to include any relevant volunteering or caring duties that demonstrate transferable skills.

1. Can you describe a time when you successfully launched a new marketing campaign? What were the key strategies and tactics you used, and what were the results?
2. How do you measure the effectiveness of your marketing efforts? What metrics or KPIs do you find most valuable?
3. What do you consider to be the most important qualities for building strong client relationships?

**Submit your answers and most up to date CV to:** **hello@nxgenleadership.com**

**\*** *Before applying, please note that in order to work with us, you must have at least 1 year of building social media presence or designing digital content, a UTR number, public and liability insurance* *or be willing to get all before working with us.*

**Inclusivity**:
We encourage you to apply, even if you don’t meet 100% of the ‘desirable’ requirements. We value enthusiasm, willingness to learn, and a proactive attitude over experience alone. If you need reasonable adjustments or want to learn more about any of the roles available, please email **hello@nxgenleadership.com to book in a call with the hiring team.**