



Marketing Assistant

Permanent | Full-time

Location

Wimbledon, London SW19 8ND (Office-based)

Team Reporting and Structure

Reporting to: Marketing Manager

Role Overview

The Marketing Assistant will provide hands-on support for marketing campaigns and initiatives across our events and digital products. You will assist with campaign delivery, digital marketing, content creation, and stakeholder support, gaining exposure to project ownership and marketing strategy, while developing your skills for progression.

Campaign Support & Delivery

- Assist in planning and executing multi-channel marketing campaigns, including digital, email, social media, print, direct mail, PR, and on-site activation.
- Support the production of campaign content, such as newsletters, emails, graphics, and digital assets.
- Help monitor campaign performance, track KPIs, and support weekly reporting.
- Ensure campaigns are delivered on time, to specification, and in alignment with portfolio strategy.

Digital Marketing & Website Support

- Assist with website updates, email marketing platforms, social media channels, and webinars.
- Help deliver digital campaigns to engage audiences and support registrations and lead generation.
- Collaborate with external agencies on paid social, PPC, or other digital campaigns.

Social Media

- Assist with daily posting and content scheduling on LinkedIn, Facebook, Instagram, and TikTok.
- Help create visual and written content for social media channels, following brand guidelines.
- Support engagement with followers, responding to comments and messages under guidance.
- Assist in monitoring performance metrics (reach, engagement, clicks) and compile simple reports for the Marketing Manager.
- Help source content from internal teams, partners, or events to populate social media channels.
- Assist with TikTok campaigns, including short-form video production and trend research to support reach and engagement.



Email Marketing

- Assist in building and sending email campaigns, including setting up emails, scheduling, and list segmentation.
- Support the creation of HubSpot workflows and automation sequences, ensuring timely communications to different audience segments.
- Monitor email performance metrics (open rates, click-through rates, conversions) and provide insights to the Marketing Manager.
- Help maintain and update subscriber lists, ensuring data quality, GDPR compliance, and accurate segmentation.
- Collaborate with internal teams to integrate email campaigns into wider marketing campaigns.
- Support A/B testing and provide feedback to optimise emails for engagement and conversions.

Content Creation & Communications

- Support content development for newsletters, articles, reports, white papers, and webinars.
- Work with internal teams and external partners to ensure content is accurate, engaging, and aligned with campaigns.
- Assist in managing content calendars and scheduling communications.
- Support delivery of digital, virtual, or hybrid events as required.

Database & Audience Support

- Maintain and update CRM databases and mailing lists.
- Assist with audience segmentation and targeted communications.
- Ensure data quality, compliance, and best practice in marketing systems.

Partnership & Stakeholder Support

- Provide support for partnership, sponsorship, and advertising campaigns.
- Assist in managing relationships with visitors, exhibitors, and partners to drive engagement and commercial opportunities.

PR & Media Support

- Assist in drafting press releases and media advisories.
- Support PR campaigns and media database management.

Reporting & Analysis

- Track campaign performance and provide insights to the Marketing Manager.
- Assist in monitoring KPIs, ROI, and other metrics to support continuous improvement of campaigns.



Key Attributes for Success

- 0–2 years of B2B marketing experience, ideally in events, exhibitions, or media.
- Hands-on experience or interest in digital marketing, content creation, social media, and email campaigns.
- Strong organisational skills with the ability to manage multiple tasks and deadlines.
- Collaborative, proactive, and adaptable, with strong attention to detail.
- Enthusiastic about learning, developing new skills, and progressing into a more senior marketing role.
- Interest in campaign performance, reporting, and data-driven decision-making.

Company Overview

www.nineteengroup.com

Nineteen Group is a fast-growing events and media business backed by Phoenix Equity Partners, serving vital sectors including security, fire safety, emergency services, retail technology, health and safety, construction, manufacturing, and more.

We build vibrant industry communities through world-class events and media, creating spaces where ideas are shared, relationships are formed, and practical solutions shape the future.

Headquartered in Wimbledon, London, with offices across the USA, Australia, Hong Kong, and Singapore, Nineteen is powered by a passionate global team. Our people live our KADI values – Kind, Agile, Driven, and Inclusive – because we're a culture-first organisation that puts our people first; we just happen to do great events too.

Nineteen embraces diversity and equal opportunity and is committed to building teams that represent a variety of backgrounds, perspectives, and skills.

Equal Opportunities

Inclusivity is at the heart of everything we do at Nineteen, and that requires a diverse team of great colleagues who feel they have a clear place with us, supporting us all to grow. The more inclusive our employees feel, the better we feel and the quicker we all develop. We are keen to meet people with varied backgrounds and experiences.

We recruit based on merit, potential, and fit to our cultural values. Product knowledge we can teach.