

Role Profile

Job Title:	Marketing & Communications Assistant
Location:	Liskeard Library
Hours:	35 hours per week to be worked flexibly including evenings & weekends to suit the needs of the business/team
Salary:	Starting from £22,932 depending on experience

About Real Ideas

Real Ideas Group works to solve problems and create opportunities that regenerate communities and support individuals to progress and flourish. The Group is comprised of multiple teams, each growing a specific area of practice in relation to our core themes: Public Engagement, Creative Business Development, Creative Digital Education, Developing Pathways and Embracing Innovation. These areas of work are often delivered in our buildings, Devonport Guildhall, Market Hall and Liskeard Library.

The Focus of the Role

This role supports the delivery of high-quality marketing and communications for Real Ideas. Working closely with the Marketing & Communications Manager, this position focuses on content creation, campaign delivery, digital engagement, and audience growth across all Real Ideas locations and programmes, particularly in Liskeard and Devonport, Plymouth.

The Marketing & Communications Assistant will play a vital part in helping to build Real Ideas' brand presence, support storytelling and campaigns, and ensure our creative, employability, and immersive work reaches and resonates with a wide range of audiences. The role also includes a strong focus on Liskeard, helping to spotlight skills, programmes and opportunities linked to Liskeard Library offering a welcoming space for reading, learning, creativity, and community events.

Roles & Responsibilities

Digital Marketing & Communications Support

- Create, schedule, and publish engaging content across digital and physical communications including social media, promotional materials, email newsletters, website, and third-party listings.
- Support and engage with activities taking place within the Real Ideas campus, primarily Liskeard Library, pro-actively identifying opportunities for storytelling and creating content that aligns with the overarching marketing and communications strategy.
- Assist in delivering integrated campaigns that promote Real Ideas' work, especially immersive technology, creative programmes, and events.
- Ensure consistency of tone, accessibility, and brand alignment in all communications.

- Support marketing activities including audience segmentation, campaign building, and performance reporting.
- Maintain accurate content across websites and external platforms (e.g., Eventbrite, Google, community listings).

Content, Storytelling & Audience Engagement

- Gather and help shape compelling stories, testimonials and case studies from participants, creatives and members of the local community.
- Support the development of clear and inclusive messaging that communicates impact, opportunity and creativity. Particularly focusing on increasing the visibility and vibrancy of Liskeard Library.
- Edit and format written and visual content for multiple channels or platforms.

Audience Engagement & Data Insights

- Track engagement using analytics tools (e.g., Google Analytics, CRM dashboards) and summarise key insights to inform marketing activity.
- Assist in understanding customer journeys and improving audience reach through data-informed recommendations.
- Help develop basic reports on campaign performance and digital engagement.

Collaboration & Campaign Coordination

- Work with the Marketing & Communications Manager and other internal teams to align messaging across sites, programmes, and teams.
- Coordinate campaign rollouts that showcase key themes such as place-making, inclusion, and creative enterprise.
- Liaise with hosts, programme staff, and partners to support with gathering content and promote current activity.

Real Ideas Wide Responsibilities

- To represent Real Ideas well, understanding and talking coherently about Real Ideas products and programmes to provide more value for customers and members.
- Work collaboratively across Real Ideas teams, in both Liskeard and Plymouth.
- To adhere to and uphold Real Ideas' social purpose, strategic aims and policies.
- To contribute to a culture of inclusion and equality and demonstrate a commitment to removing all forms of discrimination.
- To act with integrity and always maintain the highest professional standards.
- To strive to meet individual and collective targets.
- To maintain the level of qualifications/personal and professional development and competence required to carry out this role and notify the company immediately of any circumstance that affects this.

- To use all Real Ideas systems & processes proactively and effectively.
- Track, report on, push for and celebrate social and environmental impact through the work we do, helping us create more as a result.
- A flexible approach is required for the role.
Additional, reasonable duties commensurate with the role and as agreed in advance from time to time.

This job description is not necessarily an exhaustive list of duties and is intended to reflect a range of duties the post-holder will perform. The job description will be reviewed and may be changed in the light of experience and in consultation with the post-holder.

Person Specification

- Our values: How we behave

Working as part of the Real Ideas Group is exhilarating, but it can also be challenging; we're not a typical organisation and by design we don't fit into traditional business structures or strict 9 to 5 working hours.

There's nothing typical about the people who work at Real Ideas. With experience in many different industries and cultures the one thing we all have in common is a passion to make a positive difference in the world.

Principally we're looking for people who embrace our vision and values, and who want to join us on this journey. Whilst your technical skills and abilities are important, being on board with our vision is crucial.

You'll need to be dedicated, tenacious and enjoy the challenges of working as part of multi-disciplined team. At Real Ideas collaboration is key, so you'll need to be a great team player, up for working with a wide range of people from colleagues and partners to members and suppliers.

We're interested in finding people who are proactive, have a desire to embrace opportunities who want to be responsible and accountable, and who can deal with complexity and uncertainty with and a smile on their face.

And because we always strive to be the best we can be, you'll be happy to challenge and be challenged.

If this sounds like you, then read on...

We use the following criteria to assess your suitability for the role. Please note that requirements at the application stage represent the minimum requirements for shortlisting purposes.

Behaviours	Adaptability: Looking at your ability to adapt to change	Interview
	Cultural Add: Do you share our beliefs/values and bring	

	about diversity equity and inclusion within Real Ideas?	
	Collaboration: Can you collaborate effectively and work well with others?	
	Growth Potential: Do you have the potential to grow with Real Ideas and can evidence goal setting and motivation?	
	Prioritisation: Are you able to decide which task needs to be tackled immediately and which ones can wait – someone who can manage their time and prioritise effectively	
	Digital Technology: Do you have a commitment to adopting and using digital technology effectively to help solve problems and add value to the work of Real Ideas.	
Qualifications	L2 or equivalent in Maths and English	Application
Experience	Experience in creating and publishing digital content (text, image, video) for social media and/or websites.	Application/Interview
	Familiarity with using customer relationship management systems and ticketing platforms (e.g., Hubspot, Eventbrite, Mailchimp etc.)	
	Experience supporting marketing campaigns, either in a professional, educational, or voluntary context.	
	Keen to learn, contribute, and grow within a supportive team structure.	
	Strong written and verbal communication skills, adaptable to different audiences.	

	Comfortable using tools such as scheduling platforms, analytics dashboards, and Microsoft Office.	
Knowledge	Understanding of key social media platforms and how different audiences engage with them.	Application/Interview
	Awareness of data privacy, accessibility, and inclusive communication practices.	
	Interest in or knowledge of community building, the creative industries, immersive technologies and/or the broader work of Real Ideas (desirable).	
Skills	Excellent attention to detail, with the ability to prioritise tasks and meet tight deadlines.	Application/Interview
	Ability to organise and present information clearly	
	Ability to create and distribute a variety of engaging marketing collateral, including short videos, print media etc.	
Other	Willingness to travel.	Application/Interview
	A strong empathy with the values and ethos of Real Ideas.	
	Strong commitment to diversity, equity & inclusion with a good knowledge and understanding of how discrimination works and wants to work in an environment that challenges this.	