

Junior Content and Marketing Co-ordinator

Department: Communications

Location: Nottingham/London/Remote - This is a junior role, so we would prefer someone who can travel to our Nottingham office so they can benefit from in-person support, however we are open to remote working for the right applicant.

Salary: £25,000 - £30,000

Position Summary

The Junior Content and Marketing Coordinator will help create and share engaging content to build awareness of Biodiversify's services. This role will include a range of content creation, from graphic design to copywriting so that the successful applicant can contribute to delivering our marketing strategy. We're looking for someone who is a good communicator and who is enthusiastic about nature.

Why Biodiversify

Shape your career - Biodiversify started with the aim of creating dream jobs. This is partially about the work we do, but also about work ethic and professional culture. Working at Biodiversify will allow you to play an active role in shaping your dream job as the team evolves and grows.

Get a broad range of experience - You'll be part of a small comms and marketing team which will mean this is a broad role. You'll get the chance to work on loads of different elements of communications and marketing which will give you great experience for a long-term career but also help you see where your strengths lay. We know jobs with broad scope aren't always easy, which is why we'll never expect you to know how to do everything straight away and you'll be given the appropriate training and support to do your job.

34 hour work week - All employees get Friday afternoon off! Biodiversify prioritises employee happiness and well-being, ensuring our team has the space to get into the right headspace for creativity and innovation. See how our employees have benefitted from this!

Flexible working - We value our team's own needs and interests, as well as the need for family life, this is why we offer a flexible working approach to all employees, as well as hybrid working.

Additional Benefits to working at Biodiversify include an annual bonus (based on company performance), company pension scheme, home working contributions, medical insurance, cycle-to-work scheme, 25 days annual leave + 8 bank holidays, the potential to contribute to academic research, training opportunities, PDP Advisor and mentor to facilitate your ongoing career progression.

About you

Biodiversify is a young start-up company, working in a fast-developing space of nature conservation. We require a team of well-rounded, creative and innovative thinkers. Just like our approaches to nature conservation, we like to think outside the box and try new things when it comes to our communications and marketing. This role has a broad scope so it will suit someone who wants to have an opportunity to do lots of different things. If you enjoy learning new skills and exploring new ways of doing things, this role will be a great fit. Having a good eye for design, and an ability to work with complex information will be crucial in this role. While having a background in science isn't essential, it would be helpful, so before applying, consider if you will be confident working with content that can often be complex and highly technical.

Key Responsibilities

Develop and create engaging content tailored for linkedin and other social media platforms to ensure brand consistency.

Assist in the development and execution of marketing campaigns including email marketing, paid advertising etc.

Conduct market and customer research to gather insights and analyse trends. Use this data to help create targeted marketing strategies.

Maintain and promote the company's brand identity and voice through consistent messaging and visuals across different platforms.

Assist in client projects which may include formatting documents, providing graphic design support, creating infographics and other related tasks.

Undertake copywriting assignments for various communication channels.

Engage in list-building activities for market and client engagement.

Monitor social media and marketing campaign performance using tools like Google Analytics.

Collaborate with the team and coordinate with external vendors and partners as needed.



Essential Criteria

Strong written and verbal communication skills.

Familiarity with major social media platforms, especially LinkedIn, and best practices for content creation and engagement.

Proficiency in graphic design tools such as Adobe Creative Suite or a willingness to learn

Knowledge of fundamental marketing concepts.

Ability to analyse customer data and social media insights.

Capability to multi-task and work to deadlines.

Ability to work effectively as part of a team and collaborate.

Aptitude for adapting to changing priorities and staying updated with industry trends.

Desirable Criteria

Prior experience in a similar role involving content creation, social media management or marketing coordination.

Basic understanding of SEO principles.

Familiarity with email marketing platforms such as Mailchimp.

Demonstrable skill in copywriting for various channels.

Experience with Content Management Systems like WordPress.

Basic proficiency in video editing tools.

Certifications in digital marketing, content creation or social media management.

Demonstrable ability to think creatively.

Experience with customer research tools and methodologies.

Knowledge of social media advertising platforms and optimisation strategies.

We don't just care about diversity in nature, but also within our company! At Biodiversify, we strive to reflect our clients' diversity in our team. Diverse perspectives are celebrated and drive our creative, innovative and cutting-edge work. We are committed to building an environment where difference is valued. With this in mind, please let us know if you'll require any adjustments you need at application and/or interview stage by emailing careers@biodiversify.org

For any further information about this role email careers@biodiversify.org

Apply at www.biodiversify.com/careers