



VISUALIST

STEP

Visualist

Brand & Marketing Assistant

Location of role: EC1M 3JB
Placement hours: 25
Working pattern: Mon – Fri 9am – 5pm
Placement length: 12 months
Salary: London Living Wage (£11.05 p/h)
STEP Strand: Fashion

About Visualist

We help stylists and designers to automate workflows and scale their high-touch creative businesses with no code.

Our clients include: interior designers, wedding/events stylists, creative directors and graphic designers.

Founded in 2020, we are a well-funded early-stage start-up. We've recently received our *fourth* Innovate UK grant. We're always looking for curious and hungry new team members to join us!

Check out our website [here](#) and follow us on [Instagram](#), [Twitter](#) and [LinkedIn](#).

Working at Visualist

Visualist is a female-led tech start-up.

We have an office-first culture but offer flexible working, particularly during the summer and Christmas period. We've just moved into a spacious new office at Farringdon 🌴

In case you're interested, our main tools are: Slack, Figma, ClickUp, GitHub and G Suite. We are big on writing and documenting our ideas, plans and decisions.

About the role

We're looking for a bright, curious and creative individual to support our brand and marketing efforts.

The role is equal parts left-brain/right-brain.

You'll work closely with our CEO and Brand & Community Manager to support our day-to-day marketing admin. At the same time, you can flex those creative muscles to come up with exciting communication and positioning initiatives.

In recent months, we...

- We launched our auto mood boarding feature (Tidy up) on [Product Hunt](#). We were #3 Product of the Day and were featured in over two dozen publications, including their [Daily Digest](#).
- Debuted a bunch of fun new [reels](#) on Instagram

What's next?

- We're working on a fun colour generation tool... 🤖
- We're developing *the* no-code interface for creative professionals, complete with workflow automation, to help creatives scale their businesses.
- We have a few brand partnerships coming up with some incredible people in interior design and fashion styling. This is a great time to join the team as we're heads-down focused on executing some pivotal brand partnerships!

What will you do as a Brand & Marketing Assistant?

- Develop a deep understanding of our target audience: who they are, what makes them tick, and how to speak with them
- Manage our social media/communication platforms: currently Twitter, Instagram, LinkedIn and Reddit.
- Grow our community through authentic outreach and messaging
- Support our content and creative efforts: e.g., assisting in the production of video content, designing social media assets in Figma, brainstorming new blog content ideas
- Maintain our CRM (customer relationship management) platform in ClickUp
- Conduct industry research and lead generation research
- Stay up-to-date on creative industry news, trend reports and market headwinds/tailwinds
- Develop ideas for merch, assist in production/manufacturing and coordinate our gifting plans
- Plan and execute IRL our digital community events
- Support the design and launch of our organic/paid marketing campaigns

Skills and experience

We value *potential and attitude* over experience and qualifications. Please apply even if you feel that you don't tick all of the boxes or don't have the requisite experience.

This role might suit you if you...

- Are creative at heart (whichever form that might take!)
- Have an interest in tech and startups
- Are naturally curious about brands and people

- Have an intuition for people and community, plus what makes them tick
- Have a knack for pattern recognition and trendspotting
- Have a keen eye for detail
- Possess excellent written and verbal communication skills
- Have strong task management skills and are highly organised
- Are a quick learner and a self-starter
- Are a team player and want to work in a fast-growing startup
- Enjoy thinking about the 'why'—and be confident to jump in with questions and your opinions
- Are comfortable with each day being different to the last

What will you do in your first week?

- Have lunch with the whole team!
- Bring your favourite mug to the office.
- Get to know our users by reviewing our persona decks: these are typologies of our top target audience segments—the goal in the first week is to start understanding who they are and why they're important to us.
- Get comfortable with the tools we use (in roughly this order): G Suite, Slack, ClickUp and Figma.
- Amass a list of questions about Visualist (the team, the product, our purpose, how we work, or why we do something in a certain way) and ask these questions along the way
- Get a rough idea of how we communicate synchronously and asynchronously
- Jointly map out the plans for what we want to achieve in your first 10, 30 and 90 day
- Get ready to dive into the deep end and learn by doing

About STEP

STEP is a training programme for young East Londoners local to the Olympic Park who are ready to bring ideas, creative energy and perspectives to the creative and cultural sector.

You must be;

- Aged 18 to 30
- A resident of Hackney, Newham, Tower Hamlets and Waltham Forest and have attended school or college in these boroughs.

Through STEP, you'll get paid London Living Wage over a 12-month training programme to develop a range of skills and creative approaches and build on your network across different organisations or departments. You'll complete a work-based placement, grow as part of a peer network, take part in regular professional development workshops, and get a budget to produce a collaborative project. We'll also connect you with a specialist industry mentor, provide careers coaching and continue to offer support as part of our community after the programme.

How to apply

Complete our STEP application form by 10am on xx, you can upload video or audio responses.

[STEP application form](#)

For more information

If you require information in an alternative format, or want to speak to us about any access requirements, please contact us at goodgrowthhub@anewdirection.org.uk

Go to the Good Growth Hub website to find out more here about the STEP programme, book in to attend one of our information sessions, hear from STEP alumni and read out application guide for some expert tips.

<https://goodgrowthhub.org.uk/programmes/step>