

Uband.co.uk



AT CREATIVE
Creative Concepts Come Naturally
atcreative.co.uk

Role – Social Media Marketing and PR Assistant (Internship)

About the AT Creative Group

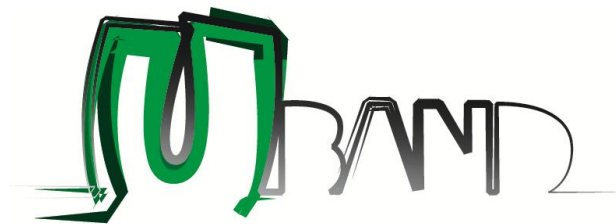
AT Creative is a fast-growing Creative Digital Media and Marketing Company based in London. Established in 2006/7 as Max Bannerman Ltd, the company has since rebranded and has grown very quickly and has been involved in implementing marketing campaigns for SME's across London. The company was a featured exhibitor at the 2010/11 Business Start Up Conference – Earls Court (the UK's largest Business Exhibition) and has since been growing its product offering and workforce to meet the demands of the UK's entrepreneurial boom.

UBand is a newly launched Music Media Specialist. Established in early 2011, UBand is a fresh, young and exciting company. Having been established for little over 6 months, UBand has worked with some of the UK's most promising rising stars, as well as established musicians, such as DJ Premier, and Method Man. UBand is now expanding to also offer an online TV channel that will cater originally produced programmes for the UK's blossoming music industry.

The AT Creative Internship Programme provides an opportunity for young and talented individuals to become a part of this growing company. Interns will gain experience and knowledge, and also be a part of a exciting growth period for a rising organisation. AT Creative will provide on the job training and believes in enhancing and enriching the skills of all employees.

Applicants should email their CV and covering letter to: jobs@atcreative.co.uk

Tel: 020 8732 5448 | Mob: 07949 25 25 58 | Web: www.atcreative.co.uk | Mail: info@atcreative.co.uk
A T CREATIVE, Devonshire House, 582 Honeypot Lane, Stanmore, HA7 IJS



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Title

Social Media Marketing and PR Assistant

Description

As the Social Media Marketing and PR Assistant you will report directly to the Production Manager and Creative Director. You will be responsible for maintaining a strong online and offline presence for both Uband and ATCreative. You will be the point of liaison between the company, and it's clients, partners and the general public. You will also be responsible for coming up with innovative marketing ideas using every means, from online technology to events and promotions.

Responsibilities

- Circulate the AT Creative/UBand Newsletters.
- Liaise with the Creative Copy Writer(s) to create and enhance the written marketing campaigns.
- Maintain and enhance the Social Media Presence of the companies.
- Discover, document and execute marketing opportunities.
- Instruct creative team on which assets to create for marketing campaigns.
- Liaise with artists.
- Liaise with Copy Writer to manage the content for both Uband and ATCreative Websites.

Experience & Person Specification (Required)

- Formal Qualification(s) (or comparative experience) in Media, Business, Marketing or IT.
- Excellent knowledge of Social Media Technology (particularly Twitter and Facebook)
- Access to a laptop
- Access to a Smart Phone
- An interest in the music industry
- Good Communication Skills and Confidence to liaise with Clients and Partners
- Knowledge and interest of new technologies.
- The ability to work collaboratively in a team.

Desirable (non-compulsory) Experience

- An interest and understanding of the development of Apps.
- Knowledge of a Programming Language
- Experience writing and maintaining an online Blog (ie. Blogger, Wordpress)
- An interest in new technology and innovative ideas.

Length of Contract – 3 Month Rolling

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