



Social Media & Marketing Assistant

Start date: Early 2026

Salary: Competitive, dependent on experience

Location: Central London

About I.D.E.A.

I.D.E.A. is an internationally recognised design and innovation organisation with a strong reputation for inspiring and delivering design led interventions. We are entering an exciting phase of growth, guided by an ambitious -five-year plan to broaden and deepen our impact across design, creativity- and innovation.

You may already know us through:

- **London Design Festival (LDF)** – founded in 2003 and now one of the world’s most influential design events, held citywide each September.
- **London Design Biennale (LDB)** – a global gathering of leading designers, curators and institutions, the fifth edition took place at Somerset House in June 2025.
- **Global Design Forum (GDF)** – a curated thought leadership- programme celebrating the minds shaping our future.

We collaborate with major global brands including Sony, Meta, Bloomberg, BMW, Google Arts & Culture and SAP, and work closely with the Mayor of London and cultural partners such as the V&A, Southbank Centre and the Design Museum.

Our closeknit, central -London based team brings together expertise in design, consulting, creative strategy, project delivery and communications. We are an equal opportunities employer and are committed to championing equality, diversity- and inclusion. We welcome applications from all suitably qualified candidates.

About the role

We are seeking a dynamic, organised and creatively minded **Social Media & Marketing Assistant** to join our Marketing & Communications team. This role is ideal for someone who is curious, agile and enthusiastic, with a strong interest in digital culture, content



creation and the creative industries. The role will support the delivery of integrated marketing and communications activity across I.D.E.A.'s portfolio, including London Design Festival, London Design Biennale and the Global Design Forum. You will take ownership of day-to-day social media management and delivery, support digital marketing activity, coordinate marketing partnerships and assist with campaign planning, execution, monitoring and reporting across earned, owned- and paid channels.

Key responsibilities

Social media management

- Support the development and implementation of social media strategies across multiple brands and channels
- Manage day -to day social media activity, including scheduling, publishing- and community monitoring
- Create, capture and edit content for social media (static, video and short-form)
- Liaise with partners to source and manage social media assets
- Manage content calendars, timelines and approval processes
- Support paid social activity and campaign delivery
- Assist with influencer identification, outreach and coordination

Digital marketing support

- Support digital marketing strategy and campaign delivery
- Draft, schedule and distribute email newsletters
- Maintain and update websites using CMS platforms (including Storyblok and partner dashboards)
- Support digital advertising campaigns (e.g. Google Ads)
- Contribute to the development and optimisation of digital products (e.g. Bloomberg Connects, mobile optimisation)

Marketing partnerships coordination

- Coordinate marketing activity with media and marketing partners, including newsletter swaps, social posts and ticket offers
- Manage asset requests, timelines and schedules across partners



Print and digital collateral

- Support the production and delivery of print and digital marketing collateral, including signage, catalogues, flyers, maps, guides, invitations, out -of -home and print advertising

Ticketing and events support

- Manage complimentary ticket allocations
- Administer ticket offers and discount codes
- Support ticket sales tracking and reporting
- Liaise with the Global Design Forum team on event related- activity

Monitoring and reporting

- Produce quarterly reports using platforms such as Hootsuite, Mailchimp and Google Analytics
- Support post event- reporting for sponsors and internal teams
- Assist with audience surveys, data collection and analysis, PR support

PR

- Assist with press events, media accreditation and related PR administrative support

Desirable skills and experience

- Minimum 4 years' experience supporting a marketing or communications team
- Strong organisational skills with excellent attention to detail
- Confident written and verbal communication skills
- Experience using digital marketing tools, including social media platforms, scheduling/reporting tools, email marketing platforms and CMS websites
- Working knowledge of Google Analytics
- Proficiency in Microsoft Office (Word, Excel, PowerPoint)
- Working knowledge of Adobe Creative Suite
- Experience creating content (including video clips) for social media
- Understanding of core marketing principles and campaign delivery
- Ability to work independently and collaboratively within a small team



- Creative, proactive and solutions f-ocused approach
 - Strong interest in design, culture and the creative industries (UK and/or international)
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How to apply

Please send your CV and a covering letter outlining your suitability for the role to **jobs@londondesignfestival.com** by **Sunday 11 January 2026**.

Interviews will take place during the week commencing **12 January 2026**.