AI Digital Marketing & Engagement Assistant

About Future Ready Foundation

Future Ready Foundation is a registered charity dedicated to reducing disadvantage and creating opportunities for young people. We work with schools, communities, employers and industry partners to improve digital inclusion, social mobility and access to future careers.

Through education, employability support, digital and STEM/STEAM skills, and employer engagement, we help young people develop the confidence, skills and experience they need to progress into education, training and employment.

Job Title: AI Digital Marketing & Engagement Assistant

Department: Employer Engagement / AI Digital Media

Number of Vacancies: Multiple

Role Purpose

The AI Digital Marketing & Engagement Assistant will apply generative AI, prompt writing and AI-assisted digital media skills to support employer research, create targeted outreach materials and develop employer partnerships that generate opportunities.

Key Responsibilities

- Research potential employers and sectors using appropriate digital and AI-assisted tools.
- Identify businesses that may benefit from partnerships and access to emerging talent.
- Support employer outreach through professional emails and digital communications.
- Draft tailored employer-facing messages and campaign concepts using prompt writing.
- Create AI-assisted visuals for employer engagement and promotional campaigns.
- Develop AI-assisted video concepts and digital assets for partnership outreach.
- Use generative AI tools to explore creative approaches to attracting employers.
- Combine AI outputs with human editing to produce accurate, engaging materials.
- Prepare campaign prototypes and visual examples for employer presentations.
- Help streamline repetitive content planning and administrative workflows.
- Document prompts, creative decisions and AI-assisted production processes.
- Review AI outputs for accuracy, fairness, suitability and responsible use.
- Support employer events, introductory meetings and follow-up communications.
- Maintain employer contact information and records of engagement activities.
- Collaborate with colleagues to promote recruitment and work experience opportunities.
- Review responses to digital campaigns and suggest improvements to employer outreach.

Bootcamp Skills Applied

AI image generation • AI video generation • Prompt writing • Generative AI tools • AI-assisted creative workflows • Visual experiments • Campaign prototypes • Human and AI collaboration • Process documentation • Creative problem-solving • Ethics and best practice • Responsible AI use