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: Digital Marketing & Engagement Assistant

Department: Employer Engagement / Content Creation

Number of Vacancies: Multiple

Role Purpose

The Digital Marketing & Engagement Assistant will use photography, videography, social media strategy and copywriting to identify and attract employers, develop business relationships and promote employment and industry opportunities.

Key Responsibilities

- Research and identify potential employers and business partners.
- Support employer outreach through LinkedIn, email and digital communications.
- Plan social media campaigns to attract employers and encourage partnership enquiries.
- Create promotional graphics and branded content highlighting learner skills.
- Photograph employer visits, networking events and partnership activities.
- Film and edit short-form videos for employer engagement campaigns.
- Develop content calendars aligned with employer outreach priorities.
- Write captions, hooks, scripts and clear employer-facing promotional copy.
- Adapt content for LinkedIn, Instagram, websites and other relevant channels.
- Use Canva, CapCut and Adobe Creative Cloud workflows to produce digital assets.
- Create photography projects and employer success-story content.
- Help prepare digital presentations for employer meetings and events.
- Assist with employer meeting arrangements and follow-up communications.
- Maintain accurate employer contact and engagement records.
- Work with colleagues to promote recruitment, work experience and industry opportunities.
- Review campaign engagement and suggest ways to increase employer responses.

Bootcamp Skills Applied

Photography • Videography • Social media strategy • Copywriting • Composition and lighting • Filming and B-roll • Digital storytelling • Content calendars • Brand voice • Platform optimisation • Adobe Creative Cloud • Canva • CapCut • Short-form video editing • Teamwork