



Black Culture Market gives entrepreneurs of all ages of African and Caribbean descent visibility for them to flourish and make cultural products more accessible. At the core of its offering, the platform brings the opportunity for great systemic advancement for African and Caribbean communities and those seeking to develop their businesses.

**Job Title:** Freelance Event and Fashion Assistant

**Hours:** Part-time, up to 16 hours a week (2-3 days a week), in addition, you must be available to work evenings & weekends on event days

**Event days:** (tbc - 2<sup>nd</sup> & 3<sup>rd</sup> December, 2<sup>nd</sup> & 3<sup>rd</sup> March, 1<sup>st</sup> & 2<sup>nd</sup> June)

**Duration:** 6 Months

**Start date:** December/January 2023

**Office Location:** International House, 6 Canterbury Crescent, Brixton, London, SW9 7QE

**Pay:** £11.95 per hour

**Essential Criteria:** Must live, work or study in Lambeth. Priority will be given to Lambeth residents aged 20-30 years old.

Job description of the role:

This role is an assistant role working directly with the founder in a small team across [Black Culture Market](#) and the fashion brand [BAPTISTE](#)

- Creating social media graphic content as per our branding guidelines
- Social media posting/scheduling, creating content, captions and engagement
- Hashtag research
- Assisting with photography and photoshoots
- Digital marketing tasks
- General admin and data tasks
- Assisting with layout plans including setting up/packing down the venue on event days
- Registering guests at reception on event days
- Physical marketing, including distributing flyers and posters
- Content Creation: develop compelling content for various marketing channels, such as blog posts, email newsletters, press releases, and website updates.
- Digital Marketing Support: Assist in executing digital marketing strategies, including increasing online presence, online advertising, and tracking campaign performance.
- Media Outreach: develop media pitches, press releases, and establish relationships with journalists and influencers.
- Event Coordination: Support the coordination and promotion of events, both physical and virtual, to increase brand visibility and engagement.

Person specification:

- Good knowledge of social media and digital marketing
- Administrative experience
- Good demonstration of creative ability.
- Good communicator.
- Good organisational skills with attention to detail.
- The ability to work in a fast-paced design environment.
- The ability to work to deadlines.
- The ability to work on your own initiative.

- Strong organisational and time management skills, with the ability to multitask and prioritise responsibilities.
- Good IT and systems knowledge including Word, Excel and Outlook
- Able to use Canva, Adobe Creative Suite and Microsoft (desirable or willing to learn)
- Come to work each day to be the best you can and to learn and develop

This role can provide you with a wide range of skills and experiences that are not only applicable to a creative career but also to various other professions. It's an opportunity to learn, grow, and build a foundation for a successful and fulfilling career. In short this internship is a fast track to valuable experiences, career prospects and skills such as:

- Practical ability: Gain hands-on experience in social media management and content creation.
- Portfolio Building: Create tangible achievements for your portfolio.
- Networking: Connect with industry professionals for future opportunities.
- Adaptability: Learn to adapt quickly to evolving trends and technologies.
- Data Analysis: Develop data-driven decision-making skills.
- Content Creation: Refine creative skills in writing, design, and media production.
- Customer Engagement: Master customer interaction and brand loyalty.
- Time Management: Juggle multiple tasks, improving time management.
- Content Strategy: Learn to align content with business goals.
- Communication Skills: Enhance written and verbal communication.

Apply now by sending your CV and cover letter to: [hello@blackculturemarket.co.uk](mailto:hello@blackculturemarket.co.uk) - answering these 3 questions - why do you want to apply for this role, what are your future aspirations, what you would like to give and gain from the role.

Application Deadline: Wednesday 2nd November 2023

Interviews will commence during the w/b 20th November 2023

[www.blackculturemarket.co.uk](http://www.blackculturemarket.co.uk)

[www.baptiste.co.uk](http://www.baptiste.co.uk)

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Lambeth's mission to open up the creative and cultural sector to every young person in the borough

  
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