



Contract: Marketing Executive

Based: London, EC2

Reporting to: Head of Business Development & Marketing

Placement: Internship

Job description

Canvas8 is a leading behavioural insights agency working within the advertising industry. We provide our clients with insights into consumer behaviour through our online subscription service and a range of bespoke research services. A growing, dynamic team based in East London, we have a keen love of tea and a lovely office dog. We're looking for a smart, outgoing, organised and driven individual to join our team. The internship will initially be for a twelve-week period but has the opportunity to develop into a full time position.

Working alongside the Head of Business Development and Marketing, you'll be expected to roll up your sleeves and play an active part in promoting our brand and growing our external relationships. The position will give you great scope to be creative and innovative and play a key role in a growing business.

The role & responsibilities

- Event Management: contribute ideas for events, find and book venues, source and handle speakers, create and distribute all related material.
- Daily updates of the company blog and Twitter feed.
- Develop and maintain relationships with journalists and editors at key publications.
- Create company case study reports.
- Write and distribute press releases and event announcements.
- Work closely with the editorial team to develop an in-depth understanding of our content and schedule.
- Identify and approach relevant prospects with suitable Canvas8 content.
- Maintain and extend the Canvas8 Academic Partnership.
- Contribute ideas for raising Canvas8's profile and reputation.
- Keep on top of industry news and developments.
- Ensure our contact database is kept up to date.

Experience and skills

Essential

- We value the culture and environment we work in - we want to work with smart, nice people.
- Degree educated (minimum 2:1). Preferably in Marketing, Economics, Business or Communications.
- A-levels minimum ABB.
- Strong planning and organising skills with the ability to multi-task.
- Attention to detail and accuracy.
- Great interpersonal skills combined with excellent written and verbal skills.
- Proven ability to stay calm and manage volume in a fast pace environment - the ability to work on multiple projects at one time.
- A knowledge of and active interest in brands and the advertising industry
- Self-motivated.
- Good IT skills.

If you would like to apply for this role please email Olly at careers@canvas8.com, attaching your CV and a covering letter outlining your suitability. Thanks for your interest.