



Marketing Assistant

Salary: £26,000

Contract Length: Permanent

Employer: SweetTree Home Care Services

Location: NW6 3QH

SweetTree Home Care Services is a multi-award-winning provider with an outstanding CQC rating, dedicated to delivering exceptional home and community-based care for over 20 years. Our mission is to make a positive impact on the lives of our clients, and we are now seeking a passionate and dynamic individual to join our team.

We are now looking for a Marketing Assistant to join our innovative and dynamic team. This is an exciting opportunity for a creative and motivated individual to develop their skills in marketing and content creation while working in a supportive and forward-thinking environment.

Our team thrives on innovation and embraces new ideas— nothing is ever off the table! While we are primarily a domiciliary care provider, our unique care farm offers additional opportunities for creative storytelling and engagement, making it a unique aspect of our business.

At SweetTree, we ensure that our charter and mission are embedded in everything we do, creating an environment where individuals can truly make a difference. At SweetTree, innovation and creativity are at the heart of what we do. While we are primarily a domiciliary care provider, we also have a unique care farm, offering endless opportunities for storytelling and engagement. Our team values collaboration, fresh ideas, and continuous learning, ensuring that everyone can contribute and grow.

If you have a keen interest in marketing across digital and traditional platforms, thrive in a creative setting, and are starting your career in marketing, we would love to hear from you!

Key Responsibilities:

- Assist in developing and creating content for various platforms, including digital, social media, broadcast, and print.
- Support the execution of marketing and internal communication strategies across various channels, including email, social media, digital, and print advertising.
- Conduct research to identify trends, competitors, and customer needs.
- Assist in updating and managing the company website and blog using CMS tools (e.g., WordPress).
- Contribute to the production of content such as videos, images, blog posts, web pages, and social media updates.
- Assist in event planning and coordination, including events such as shows, webinars, and workshops.
- Monitor and report on marketing performance metrics.
- Provide administrative support, including maintaining the marketing calendar and managing platform subscriptions.



Key Skills & Experience Required:

- Strong interest in marketing and digital communication.
- Excellent written and verbal communication skills.
- Proficiency in Microsoft Office Suite.
- Creative mindset with a keen eye for detail.
- Strong organisational and time management skills.
- Willingness to learn and adapt to new tools and technologies.
- Basic understanding of digital platforms and social media trends.
- Strong research skills and ability to understand client needs.
- Ability to work collaboratively as part of a creative team.
- Previous experience using CMS (especially WordPress) or CRM software is highly desirable.
- Experience with design tools — such as Adobe Creative Suite and Canva— is a bonus.
- Positive attitude and proactive approach to tasks.

Eligibility Criteria:

To apply, you must:

- Proven hands-on experience in marketing, digital communication, or content creation (internships, freelance projects experience is accepted).
- Experience using social media platforms (e.g., Instagram, Facebook, LinkedIn) for business or promotional purposes.
- Understanding of CMS tools, particularly with WordPress, for website/blog updates.
- Understanding of digital marketing principles, including SEO, or analytics.
- Experience with design tools such as Canva or Adobe Creative Suite is highly desirable.
- Strong writing and communication skills for creating and editing content across different social media platforms.
- Strong organisational skills with the ability to manage multiple projects and deadlines.

What We Offer in Return:

- Ongoing support and development, with accredited training.
- 25 days annual leave plus 8 bank holidays.
- A "Me Day" - an extra day off plus £20 to spend on yourself.
- Health & Wellbeing Programme.
- Access to shopping and service discount platforms.
- Free eye care vouchers.
- Free DBS check.
- Company Pension Scheme.
- Longevity Service Awards.
- Employee Assistance Programme.
- Social events, including Christmas and Summer parties. If you're ready to kickstart your career in content creation with a company that values innovation, creativity, and professional growth, apply today!