



Applicant Pack  
Marketing Assistant



# The Role

The Marketing Assistant plays a key role in supporting the delivery of marketing and audience development activity across World Heart Beat. This varied position contributes to digital, print, and event-based marketing, helping to raise the organisation's profile, increase engagement, and drive ticket sales.

Working closely with the marketing team and the wider organisation, the Marketing Assistant supports the planning and delivery of campaigns, content creation, and communications. The role includes maintaining WHB's online presence, assisting with print and distribution, and capturing data to inform reporting and future strategy.

The Marketing Assistant will contribute to promoting WHB's artistic programme, venue activity, and wider charitable mission, ensuring that all communications reflect the organisation's values and ethos. The role also supports partnership marketing initiatives and helps identify opportunities to enhance visibility and commercial activity across World Heart Beat, including Kimber Road.

This is a collaborative and hands-on role suited to someone who is organised, creative, and proactive, with an interest in arts marketing and audience engagement.





# About Us

**World Heart Beat is a registered music charity. Its programmes enrich the lives of children and young people, and its communities. We place social justice at our heart, providing equality of access through the removal of financial barriers to all, and giving a voice to those who are underrepresented.**

World Heart Beat was established in 2009 by Sahana Gero MBE to meet the need for music tuition outside of school, and creative industry skills training, for some of London's most disadvantaged young people. The organisation now enters a new phase, opening a second site in Nine Elms, south west London. Our Embassy Gardens building, situated adjacent to the US Embassy, comprises a state-of-the-art concert hall (the first to open in London since 2008), industry standard recording studio, media broadcast room, teaching spaces and café/bar.

World Heart Beat Embassy Gardens is situated in the heart of a new neighbourhood, which forms part of the major Nine Elms regeneration. Our venue is immediately adjacent to housing estates which are amongst some of the poorest in the country, and where arts engagement is low, and fulfils a gap in provision (previously under-served for music venues (just two pubs and youth services). We are committed to providing access to quality, inspiring and joyful concerts, and events for the community, and to playing a crucial role in social cohesion.

Our broad global music programme is intended to appeal to a breadth of audiences, reflecting the vibrant diversity of London, attracting music lovers from across the capital and from our communities. Our concert programme features international musicians, as well as emerging artists at the start of their careers. Embassy Gardens will also enable us to do more for young people than ever before. Our outstanding facilities, including our studio, means we can record young musicians, giving them a foot up in their careers, as well as deliver our EMERGE training programme, which is designed to address the lack of representation of women, Black and disadvantaged young people, in the music industry.



# Transforming Young Lives

“If it wasn’t for playing music, I wouldn’t be alive. I used to carry a knife, but music changed all that. Playing music is my protection now”  
WHBstudent

We nurture the talents of the next generation in a warm and welcoming environment, which sees young people thrive. From an intake of 70 young people in 2010, we currently have c.350 students aged between 5 and 25 years at our academy in Southfields and at Embassy Gardens. Our new centre will enable us to reach more children and young people, and we hope to double our numbers over the next five years.

A snapshot of our track record to date:

- **We provide 9,000+ hours of music-making each year**
- **More than 50% of students receive free instruments and tuition**
- **60% of our students are ‘Black, Asian or minority ethnic’**
- **We teach a global music programme, reflective of the diversity of our communities**



Students typically come to us regularly for more than seven years, and 40% come multiple times a week, which enables us to support their growth as musicians

We support young people to become independent young people in the world, nurturing them as individuals, growing their confidence and aspirations.

At a time when music education in the formal sector is being squeezed out of the curriculum and tuition is becoming increasingly unaffordable to many, our work is more valuable than ever.



## MUSIC LEADERS AGED 15 - 25



**100%** feel that World Heart Beat offers a supportive, encouraging & motivational environment



**92%** have learnt new music skills at World Heart Beat



**83%** feel more confident and have increased self-esteem

“ I would definitely say that how friendly and lively everyone is has brought my happiness up as well. I've found so many great opportunities through the Emerge networking events. Also just being part of the community of people has felt really special.

## YOUNG PEOPLE AGED 12 - 14



**100%** attend World Heart Beat at least once a week



**80%** have learnt new music skills at World Heart Beat



**95%** believe that if they work hard they will succeed

“ [coming to world heart beat has helped me in my life... ] because now I became more confident in the concerts that I play in. Also, I learned that making mistakes is fine.

## CHILDREN AGED 11 AND UNDER



**100%** attend World Heart Beat at least once a week



**89%** said they feel more confident

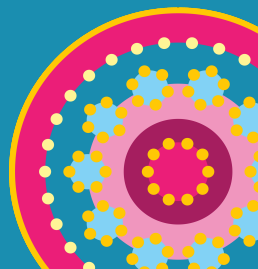


**100%** feel supported by World Heart Beat teachers and staff



**80%** have improved communications skills

“ I like the music...because it is peaceful.



# Key Responsibilities

## Digital Media and General Marketing

- Assist in the planning, creation, filming, editing, and scheduling of engaging social media content, including promotional photography, video, and graphic design assets
- Support the creation of branded visual content for digital and print marketing campaigns
- Take minutes at marketing meetings
- Support the planning, design, and organisation of print materials (e.g. programmes, flyers, and promotional collateral)
- Assist the marketing team with setting up listings and events across ticketing platforms and listing sites
- Support the wider team with email communications to audiences and external clients
- Assist with website management, ensuring content is accurate and up to date
- Support the creation, design, and distribution of newsletters
- Assist with WHB's social media communications across all platforms
- Work with the marketing team and relevant colleagues to coordinate interviews, filming, photography, and content capture for concerts, festivals, and special events
- Support the delivery of targeted email, print, and social media campaigns to promote venue hire and events
- Assist Kimber Road with social media campaigns, including filming, photography, content editing, and interviews

- Proactively identify opportunities to create photo, video, and design-led content that promotes commercial activity across Kimber Road and Embassy Gardens
- Work with the production team to collate on-sale content from artists
- Support basic editing and formatting of marketing visuals and multimedia assets to ensure brand consistency
- Act as a brand ambassador for WHB

## Content & Media Management

- Lead on archiving past shows on the WHB website
- Maintain and organise all media assets (images, video, and audio)
- Liaise with teams to gather and manage media materials
- Create and manage a central WHB media database on OneDrive

## Other Duties

- Attend WHB concerts and Open Day events
- Support audience development events and attend third-party festivals as required
- Undertake any other duties appropriate to the level of the role

This list is not exhaustive, and you may be required to take on additional responsibilities in line with the needs and objectives of the organisation.



# Person Specification

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## Skills & Experience

- Experience supporting marketing campaigns, content creation, and brand communications across digital and print platforms
- Skilled in social media management, email marketing, and administrative coordination
- Experience in video production, photography, and design work, including filming, editing, and creating visual content for promotional materials, social media, websites, and marketing campaigns
- Confident using creative software and digital tools to produce engaging multimedia content aligned with brand identity and audience engagement goals
- Excellent copywriting skills developed in a professional environment
- Demonstrable experience of administration and organisation
- Previous experience in a communications or marketing role, with confidence communicating with partners, artists, media, and stakeholders
- Experience using CMS platforms and updating websites
- Able to pull reporting data and collate and interpret insights
- A passion for music and/or the arts with a social purpose, and a commitment to widening access and ensuring diversity across the sector

## Personal Attributes

- Warm, enthusiastic team player
- Personable and able to talk to a wide range of people
- Excellent attention to detail
- Highly organised
- Enjoys music
- Loves what they do

## Terms And Conditions

World Heart Beat is committed to creating a positive and inclusive environment where everyone feels respected and free to work without fear of discrimination. We are an equal opportunity employer and value diversity in our practice. We encourage applications from all backgrounds and do not discriminate based on race, religion, colour, national origin, gender, sexual orientation, age, marital status or disability status. We welcome applications from people requiring flexible working arrangements and from anyone with any professional or educational background.

## Health And Safety

All employees will be required to have a DBS check and are required to understand and comply with World Heart Beat Music Academy's Health and Safety Management Policy, including taking reasonable care for their own health and safety and that of others who may be affected by their acts or omissions whilst at work. The post-holder's responsibility for promoting and safeguarding the welfare of children and young people for whom s/he is responsible, or with whom s/he comes into contact, will be to adhere to and always ensure compliance with World Heart Beat Music Academy's Child Protection Policy Statement.

# Further Role Details

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<b>Role:</b>	Marketing Assistant
<b>Reporting to:</b>	Marketing & Communications Officer
<b>Company:</b>	World Heart Beat Music Academy/CIC (WHB)
<b>Contract:</b>	Part-time
<b>Salary:</b>	£28,000 per annum, pro rata
<b>Benefits include:</b>	Contributory Pension Scheme; Staff ticket allocation; Discounts at our café; and at the company's discretion training & development tailored to your experience
<b>Hours:</b>	0.6 FTE, 3 days (equivalent to 24 hours per week), with flexibility required as needed, which may include some evenings and weekends
<b>Location:</b>	Office Based, World Heart Beat Embassy Gardens, Nine Elms, South West London
<b>Holiday:</b>	20 days FTE plus bank holidays, pro rata

## HOW TO APPLY

Please provide a copy of your current CV together with a covering letter explaining why you are interested in the position and how your skills and experience aligns with the person specification.

Please include the names of two referees, one of which must be your most recent employer. References won't be taken up without your consent.

Your letter, CV and EO monitoring form should be emailed to Hilary O'Connor, General Manager, at: [recruitment@worldheartbeat.org](mailto:recruitment@worldheartbeat.org)

Application Deadline: 5.00pm, Friday 29th May 2026

Interviews: Interviews will take place shortly thereafter