



Job Description: Business Development & Marketing Coordinator

Who you are: You have hands-on experience working on set, in production, for a rental house, studio, or in similar roles. While prior marketing experience isn't necessary, you have a solid understanding of the photography, motion image, and production industries. You can manage small shoots and create engaging content that showcases GAS and captures our company's essence. You're proficient with social media and familiar with graphic design tools. Additionally, you can navigate the backend of a website and are willing to assist with administrative tasks. You are enthusiastic about building relationships with clients and playing a key role in the business's growth. Overall, you're organised, creative, and ready to take on new challenges.

The job role: As the Business Development and Marketing Coordinator, you will be part of a team dedicated to providing the best service for the diverse and dynamic needs of the creative industry, from high-end fashion stills to music, motion, and advertising. You will use your creativity and skills to create captivating content, manage social media platforms, and help design visuals that showcase our products and services. You will support our business growth and marketing efforts by maintaining our website, conducting market research, and providing administrative assistance. You will collaborate closely with the Business Development Manager and other team members to enhance our brand presence and contribute to our overall success. If you're organised, creative, and ready for a challenge, this role is perfect for you.

Who we are: GAS is a multi-faceted company covering kit hire, studio rental, textile repairs and backdrops. We pride ourselves on the quality and professionalism of our service. We're a young, vibrant company, constantly developing and striving to be the best at what we provide.

Key Responsibilities:

- Assist in creating, scheduling, and managing engaging content across social media platforms.
- Monitor social media engagement, respond to comments, and analyse performance metrics.
- Generate regular reports on the performance of paid online advertisements, including key metrics such as reach, engagement, and conversion rates.
- Assist in maintaining and updating the company website with product updates, new content and relevant information.
- Assist in editing and updating the companies' graphics, images, and other visual assets.
- Collaborate with freelancers as needed to ensure high-quality visual assets are produced.
- Provide administrative support to the team, including maintaining databases/CRM systems, conducting market research, and company document preparation.

Desired Skills and Experience:

- Proven experience on set, in production or at a similar company.
- Basic graphic design skills and familiarity with design tools (Adobe Creative Suite, Canva, etc.)
- Excellent written and verbal communication skills.
- Strong organisational and multitasking abilities.
- Proficiency in Microsoft Office and other relevant software.

How to Apply:

Please email a CV and cover letter to steph@gashire.co.uk