

Bailes+Light Job Ad

Job Title: Marketing and Development Assistant

Term: Freelance / starting as 2-3 days per week Monday - Thursday (see role description)

Salary: London Living Wage / £13.85 per hour

Location: In person at our Studio in Newbury Park, Ilford (remote working options)

Deadline: We aim to fill this position as soon as possible so will interview candidates on a regular basis once applications have been received

Reporting to: Co-Founder and Creative Director Benji Bailes

About Bailes+Light

We are a small company with a lot of creative energy. We work for a large variety of clients but lighting and technological innovation sits at the heart of everything we do. We create sensory installations using our own [interactive technology](#) which both drives [experiential immersive installations](#) and supports artists with interactive storytelling. We're known for the [Greenpeace Rave Tree](#) that sits at the heart of Glastonbury Festival.

We take our work very seriously, in a very fun industry. Our studio is situated on Aldborough Hall Farm near Ilford where we get to enjoy the perks of being out in nature whilst having the space and resources to thrive in our field. We feel lucky to do work that we love and although our industry is small, we believe there is room in it for everyone. It is our mission to make positive change and we take active steps to increase diversity in our sector.

We welcome applications from candidates of all backgrounds, especially those from Black and People of Colour (BPOC) communities, LGBTQIA+ individuals, neurodivergent people, individuals with disabilities, and those with diverse life experiences. Our location on a farm includes some access limitations, but we're committed to discussing any access requirements and adjustments needed.

The Team

Bailes+Light operates with a core team of 4 members, supported by an additional pool of technical freelancers. As a small team, we prioritise collaborative efforts to advance the company's activities. The Marketing and Development Assistant will be under the supervision of our Co-Founder + Creative Director and will closely collaborate with our Producer + Studio Manager whilst supporting colleagues in our workshop.

The Role

Bailes+Light is looking for an enthusiastic, reliable, and creative individual to join our team as Marketing and Development Assistant to help us drive our brand refresh.

The successful candidate will be employed on a freelance basis for 2-3 days per week for the first month, with hours reducing to 1-2 days per week thereafter. Initially, this role will focus on copywriting for our digital channels whilst creating and delivering new engaging content. This role is responsible for leading Bailes+Light's brand and communications strategy whilst periodically supporting development activities. We are looking for someone who is eager to bring new ideas to the table, providing an opportunity for someone to showcase their broad skill set in a unique creative studio. This position requires a high level of initiative with strong written and visual communication skills to support the varied activities at Bailes+Light.

Key Tasks and Responsibilities

Marketing

- Lead, develop and deliver Bailes+Light's overall marketing and communication strategy and campaigns (B2B).
- Lead and deliver on the marketing and communication strategy for the launch of our lighting equipment rental website (B2C).
- Promote the organisation's projects, activities, and opportunities to target audiences.
- Copywrite, monitor and maintain content for Bailes+Light's digital channels including website and social media.
- Create and deliver engaging content for Bailes+Light's website and social media platforms that will give insight into the organisation's activities.
- Ensure all communication outputs are delivered at the highest quality and are consistent with Bailes+Light's overarching visual identity, voice, and values.

Development

- Work alongside the Producer + Studio Manager to cultivate relationships that drive the development of fresh and exciting projects.
- Support the Producer + Studio Manager to conduct research and to identify potential new partnerships and opportunities.

General

- Contribute to and participate in a collaborative working environment, including weekly team discussions and other conversations.

Person Specification

Essential

- An energetic, highly motivated, and enthusiastic team player with a flexible can-do attitude.
- Experience working as part of a small team with the ability to forge mutually respectful and effective working relationships with a diverse group of personalities.
- Experience in social media and website management with a track record of producing high quality digital content.
- Experience delivering successful marketing campaigns.
- Ability to work independently and take initiative in a busy working environment.
- Excellent written skills including editing and proofreading with meticulous attention to detail.
- Excellent IT skills, with the ability to learn new systems quickly.
- Strong administrative skills, highly organised and excellent ability to multi-task and prioritise.

Desirable

- Experience in photography and videography. As we specialise in lighting the ideal candidate will have experience photographing in low-light settings to optimise the presentation of our work.
- Proficiency in Canva and/or Adobe Creative Cloud (particularly Photoshop and InDesign).
- Experience in working with Google Adwords and similar services.
- Demonstrable and informed interest in the arts and design sector.
- Experience using Notion.
- Experience working in a small creative studio.

Benefits

- Benefits include access to our workshop space for personal projects outside of working hours (3D printer, laser cutter, CNC router, electronics workstation).

This Job Description is a guide to the nature of the work required, it is not wholly comprehensive or restrictive.

How to Apply

To be considered for this role please send a cover letter, CV and an example of your work to jobs@bailesandlight.com In your cover letter please demonstrate you meet the skills and experience defined in the Person Specification. If you require any adjustments at any stage of the selection process please contact Vanya at vanya@bailesandlight.com

Our Process

We aim to fill this position as soon as possible. We will respond to all applicants within 2 weeks of submissions and will interview potential candidates as and when applications have been received and assessed. All candidates will be asked to prove that they have a [right to work in the UK](#).