

Role Description: Digital Marketing Assistant, Funding London –10 hours per week (ideally 2 hrs per day)

Company Overview

Funding London's aims are to champion, develop and invest in great companies based in London. The early stage ecosystem is what makes London the best at what it does.

Together with our various Funds and VC partners we support the creation of meaningful and lasting jobs in London. We add economic value to London by creating wealth generating capabilities of the companies invested in. We are here to support a successful early stage growth engine in London.

About Funding London

Funding London was established in 2004 by the Mayor of London under the name SME Wholesale Finance (London) Limited, with the specific long-term mandate to support the Economic Development Strategy for London through its SME funding activities.

Funding London channels funding from Europe and the UK through appointed fund managers to sustainable and ambitious London SMEs caught in the funding gap. Effective on 31 October 2017, Funding London became a wholly owned subsidiary of the Greater London Authority (GLA).

SMEs play a very significant role in London's economy, not least of which is the creation of jobs and prosperity. But SMEs also face hurdles that business founders and management teams must clear before securing growth capital. With many SMEs still struggling to access the finance they need, due to either the finance gap that prevails at the earlier stages of development, or simply due to the size of the business.

Through its funds, Funding London bridges the London funding gap and enables real opportunities for sustainable growth. Returns generated from its funds are ploughed back into the London ecosystem, making investment available to the next generation.

Funding London's funds have achieved the following impacts to date:

- More than £70m invested by our equity and loan funds into over 675 SMEs;
- Co-investment multiple for venture funds at 7.6 times, enabling a total of £470m into small businesses; and
- Approximately 6,500 jobs created or safeguarded.

Funding London's past, current and future SME financing activities are designed to support the growth strategy for London. This is ingrained in our articles of association and is central to every project we take on. Our team's knowledge and experience are applied towards the design, implementation and delivery of new funds to support the Mayor's Economic Development strategy. More specifically, we operate within the funding gap where it is believed there is a role for public sector funds to stimulate activity and enable growth through investment.

Key Responsibilities:

- Create and manage high level content on Funding London's social media platforms (Twitter and LinkedIn) which will drive traffic to our company websites;
- Use Google Analytics to track and report the growth on our social media platforms;
- Update the company website with relevant news items from the ecosystem;
- Coordinate the production of digital assets;
- Support the marketing team with ad-hoc admin tasks;
- Develop and grow the Funding London's YouTube channel; and
- Innovate and recommend new marketing platforms.

Key Qualities:

- Knowledge and interest in social media and digital landscape;
- Excellent communication skills - written and verbal;
- Great attention to detail;
- Exceptional prioritising skills;
- Excellent inter-personal skills;
- Organised, logical and systematic

Desirable:

- Relevant Marketing exposure;
- Experience of events organising

Duration:

Six months, with possibility of extending.

Remuneration:

£465/month, equivalent to the London Living Wage.

Application Process:

Interested candidates should submit:

1. A short covering letter explaining why the appointment interests you and how you meet the appointment criteria as detailed in the candidate profile; and
2. A curriculum vitae (CV) with contact details, education, and employment history.

Submissions should be made via email for the attention of Bianca Valea at bianca@fundinglondon.co.uk

Deadline for receipt of applications is 11th December 2020. Short-listed candidates will be invited to an online interview during the w/c 14th December 2020.

Contact details

Bianca Valea
Marketing and Partnerships Executive
Funding London
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