

Marketing & Digital Assistant

Job Description & Person Specification

March 2026

Word Up North is a Yorkshire-based literature development organisation with a mission to raise up voices, stories and writers in the north of England. Our work fosters a love of reading, writing and creativity within individuals and communities, and uses the power of the written and spoken word to create positive change. We are proud to be a registered charity and an Arts Council England National Portfolio Organisation.

We deliver activity across four key areas: Children & Young People; New Writing & Talent Development; Creative Communities; and Live & Online Literature Events.

Type of contract:

Part Time, 0.8 FTE

Salary:

£13.80 per hour

Holidays:

3.5 days inclusive of the August public holiday

Responsible to:

Communications Manager

Hours of work:

Four days per week (7hrs excluding lunch breaks). Normal days of work to be agreed between line managers and successful candidate. Standard office hours are 9:30am – 5:30pm.

Dates:

Monday 20 July to Friday 11 September 2026 (8 weeks).

Purpose of the Role

To support the 2026 festival, we are seeking a Marketing & Digital Assistant to join our team for an 8-week placement. Working alongside our Communications Manager, this role will be responsible for creating marketing and digital content that promotes the festival, drives awareness and supports ticket sales.

Word Up North Ltd
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We are looking for a self-motivated team player with a proactive can-do attitude. You will bring creative ideas, suggesting new ways in which to digitally present the festival. This is a short, focussed role so the ability to work at pace, with attention to detail is essential.

Tasks & Responsibilities

These will include, but not be limited to:

Communications & Marketing

- Work with the Communications Manager, supporting delivery of the comms and marketing strategy for the 2026 Ilkley Literature Festival
- Create and produce vibrant marketing content for our digital platforms
- Design other marketing materials as required
- Assist with proofreading the 2026 programme
- Use scheduling software to place content across a range of platforms
- Assist in writing copy and proofreading festival newsletters
- Support the local distribution of posters, leaflets, and other publicity materials

Festival Assets

- Create pre-event content for festival venues
- Prepare signage for festival venues as needed
- Design other in-house creative materials as required

Box Office & Sales

- Support the Box Office function by taking ticket bookings via phone during peak times using Box Office CRM system
- Provide excellent customer service for all box office and general enquiries

General

- Actively engage with Word Up North's vision, mission, values and policies, including diversity, equality and inclusion, health & safety and data protection
- Occasional lifting and handling of light office and event equipment
- Any other duties that are commensurate with the post

Person specification

Essential skills and experience

- Good working knowledge of all or some of the following software programs: Adobe Creative Cloud (Premiere Pro and Audition, InDesign, Illustrator) or other relevant image and video software, Canva, Mailchimp, Buffer

- Knowledge and experience of producing digital video and audio content
- Awareness of an audience-focussed approach to content creation
- Excellent written and verbal communication skills
- Ability to think creatively and generate ideas
- Ability to multi-task, show initiative and manage own workload effectively
- Excellent time-management and ability to work to deadlines
- Fluent in Microsoft 365 software

Essential personal qualities

- Confident and organised
- Able to prioritise, multi-task and work to strict deadlines
- Able to contribute to team decision making and use own initiative when required
- Able to adapt to rapidly changing priorities
- Able to sustain a high level of energy and concentration
- Enjoys and thrives working within a small team

Desirable skills, experience and personal qualities

- Experience of using audio and video editing software (Adobe Premiere Pro, After Effects or similar) to create online content
- Social media savvy and aware of key trends
- Keen interest in literature, arts and cultural events
- Driving licence and access to a vehicle

Location

This role is based in the Word Up North office in Ilkley, West Yorkshire. There are trains and buses that regularly run to and from Leeds and Bradford.

To Apply & Interviews

Please complete the application form: [Marketing & Digital Assistant – March 2026](#)

The deadline for applications is **23:59hrs Sunday 12 April 2026**.

Interviews will be held on **Thursday 23 April 2026**. These will be conducted in person at the Word Up North office (38 The Grove, Ilkley, LS29 9EE). You will also be asked to complete two short, timed tasks.

If you have any questions or queries about this role, or the application form, please contact us via recruitment@wordupnorth.org.uk

Use of AI in applying for this role

This job requires the ability to write creatively for an organisation that champions and supports writers and authentic human creativity. While we understand that some people find AI helpful to research, structure ideas or check spelling/grammar, please do not use AI software in the direct writing of your application. Where use of AI software is detected, this may prejudice your application.

Diversity, Equality & Inclusion

We are committed to developing and retaining a workforce that is representative of the diverse communities that we serve. We're striving to build an inclusive workplace culture where all employees feel valued, and our rich diversity is celebrated by everyone. We encourage people from all sections of our community to apply for jobs with us.