

Job Description

Job title	Brand and Marketing Assistant	Grade	D
Department	Communications & Marketing		
Team	Marketing		
Responsible to	Marketing & Brand Executive		
Revision Date	October 2025		

Purpose of the job
<p>The Brand and Marketing Assistant plays a significant role in promoting the IOP and engaging our audiences, playing a vital role in communicating the value and potential of physics to the world. They will assist the team to plan and deliver marketing projects and campaigns across the IOP which reach our audiences effectively and achieve goals which contribute to the IOP's ambitious strategy.</p> <p>They will support the marketing team to develop a range of promotional activity for IOP projects across the organisation such as the Eurekas, special events, report launches and create a range of collateral. They will develop activity to target audiences including members, prospective teachers and wider public audiences. They will help to develop and create integrated promotional campaigns that include direct marketing, social media, print and online collateral, reports and publications, and email marketing and they will work with colleagues across the organisation to promote the IOP's work.</p> <p>The Brand and Marketing Assistant will be supported in their role to produce high quality copy and designed assets for project launches, they will engage effectively with the marketing team and colleagues across the IOP to ensure work is delivered on time and to a high quality. They will ensure all IOP outputs are on brand and on message, championing and supporting the development of IOP's visual identity and brand.</p> <p>The Brand and Marketing Assistant will work as part of the marketing team to ensure all activity is based on clear, measurable objectives, informed by marketing communications principles and is evaluated effectively.</p>
Context of the job
<p>The IOP's Communications and Marketing department, of which the Communications team is a central component, is responsible for the organisation's strategic, public and member communications, media, digital, marketing and brand.</p>

Teams in the Communications and Marketing department work together to develop and implement integrated communications campaigns and activities that support the delivery of organisational strategy and have the power to amplify the organisation's impact and messaging, shift public opinion, galvanise ambassadors and supporters and change the minds of influencers and decision-makers.

The postholder will help the team deliver high quality marketing which supports the IOP's work to influence and deliver its ambitious strategy.

Key decision-making in the job

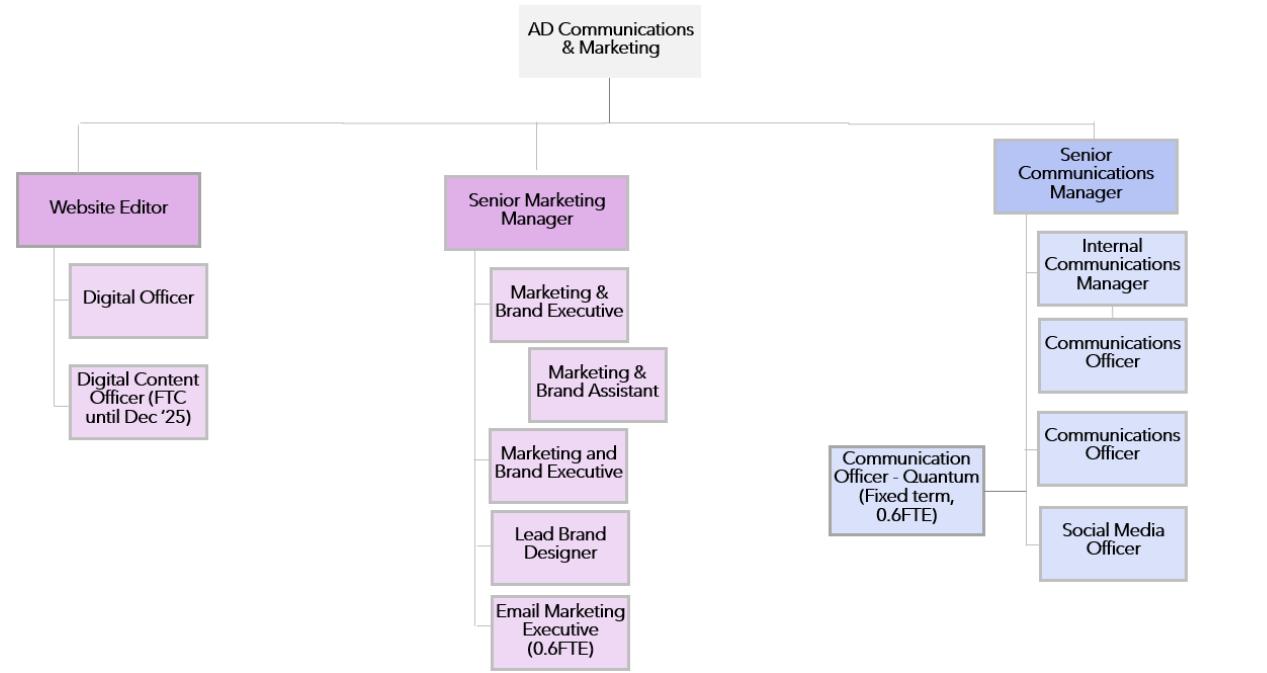
- The post-holder will work with staff, partners and members, and will be supported to develop their interpersonal and project management skills.
- They will be able to brief in assets to be designed to a variety of freelancers.
- They will be able to develop marketing copy, assets and recommend and action marketing activity.
- Manage their own time effectively and have the ability to successfully juggle multiple tasks.
- Coordinate multiple stakeholders and make active decisions to ensure projects meet deadlines.

Accountability of the job

- Briefing design freelancers such as photographers and film-makers.
- Ability to coordinate different tasks for a number of priority areas and activities from across departments with internal and external stakeholders such as the Eurekas competition, event and exhibition assets, report launches and scholarships recruitment.
- Be a brand ambassador by understanding our guidelines and creating consistent visual assets.
- Ensuring marketing is compliant with GDPR in line with agreed IOP GDPR policy.

Organisational chart

The Institute of Physics is an open and inclusive organisation that welcomes and celebrates diversity.



Main responsibilities of the role

•	Assisting the wider team to deliver marketing strategies and plans for IOP priority projects such as the Eurekas competition, exhibition and event assets, report launches, member recruitment and awards promotion.
•	Building and maintaining excellent working relationships with internal and external stakeholders across the organisation.
•	Act as a brand ambassador and ensure that all materials are designed in accordance with the IOP's brand guidelines and visual identity.
•	Support the delivery and maintenance of high quality, effective offline and online marketing communications materials that meet set objectives and targets, adhere to brand guidelines and deliver consistent messages.
•	Apply creative thinking to support the wider team and assist with developing new promotional opportunities.
•	Contribute to the development of integrated marketing communications plans and activities working closely with the wider Marketing team and internal and external stakeholders.
•	Assist with the evaluation of the effectiveness of campaigns, using insight and monitoring tools. Utilise these learnings to optimise future campaigns.

- Copywriting, editing and proofing a range of online and offline marketing communications materials.

Person Specification

Experience this person should have is...

- Experience of working within brand guidelines.
- Understanding of basic marketing concepts.
- Strong writing and copy-editing.
- Working within a complex organisation and liaising with multiple internal and external stakeholders.
- Working with databases, reports and analysing research.
- Flexibility and willingness to learn new skills and adapt to take on new tasks.

Skills this person requires are...

- Excellent verbal and written communications skills.
- Copywriting and editing experience.
- Good organisation skills and attention to detail.
- Familiarity with social media, email marketing and search engines.
- Ability to work well under pressure, prioritise effectively and meet deadlines.
- Computer literate – including Microsoft Office products.

Qualifications required are...

- Educated to degree level or equivalent training or experience.