



Web: www.RustyQuill.com

E-mail: Mail@RustyQuill.com

Mail: Rusty Quill Ltd., 27 Old Gloucester Street, London, WC1N 3AX

Marketing & Sales Assistant Job Specification

Our Company

Summary

Rusty Quill is a London-based, UK entertainment production company and podcast network represented by WME. We specialise in creating original, free-to-consume content as well as offering third party production services, with the aim of providing a platform for new and interesting voices and talent. Our podcasts currently receive more than 4 million downloads each month and according to industry metrics, we are the most successful audio-drama podcast network in the UK.

Values:

- **Opportunity**
Offering paid employment opportunities for those seeking to break into media production
- **Representation**
Providing a platform and safe, non-discriminatory workplace for new and diverse creative voices with poor representation in more established media
- **Community**
Working with our fans to grow a friendly and supportive community, united by our love of storytelling
- **Responsibility**
Providing leadership by example and working with our peers to improve the business practices of the media production industry
- **Diversity**
Maintaining a safe and non-discriminatory work-space where people can collaborate on exciting and unique creative projects.

Media links:

- Website: www.rustyquill.com
- Social Media:
 - www.facebook.com/therustyquill
 - www.twitter.com/therustyquill
 - www.linkedin.com/company/rusty-quill-ltd

Current Shows:

- **Stellar Firma (2019)**
Dystopic sci-fi comedy following a pair of inept custom-planet designers
- **Outliers (2017; in association with Historic Royal Palaces)**
Fiction anthology showcasing events and characters from the edges of history
- **The Magnus Archives (2016-present)**
Horror fiction show looking into what lurks in the archives of a supernatural research institute



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- ***Rusty Quill Gaming (2015-present)***

Actual Play RPG show following the ongoing adventures of a ragtag mercenary group, played by real-life performers and gamers



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Role Summary

We are entering the mainstream media market and significantly scaling-up our operations. As a result, we are looking for a Marketing & Sales Assistant, to support the Chief Marketing Officer (CMO). This is a role for a good all-round generalist in the Marketing space to work on day-to-day administration, generating sales leads, media buying, digital design and web. There is scope for the successful candidate to progress into sales, marketing and management roles.

Role Details

- **Position:** Marketing & Sales Assistant
- **Location:** Remote (London preferred)
- **Hours:** Part-time (Negotiable)
- **Pay:** £11 per hour (plus expenses and corporate fees)
- **Start Date:** Immediate / ASAP
- **Contract Length:** Permanent
- **Additional:** Potential to participate in performance capacity

Responsibilities

This role involves:

- Reporting directly into the CMO
- Supporting the implementation of the RQ Marketing & Sales strategy
 - Assisting in generation of sales leads
 - Assisting in media buying
 - Assisting in R&D of sales & media buying
 - Closing sales & purchases
- Regular meetings and daily reports to the CMO
- Regular workflow including:
 - Inbox management
 - Data entry and upkeep of department reports / records
 - Maintaining CRM systems
 - Website upkeep and maintenance
- Digital design support and coordinating with third party designers to tight project deadlines
- Copywriting
- Maintaining a current working knowledge of the industry



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Requirements

This role combines marketing and sales as well as creative skills and as such has specific requirements.

Key Requirements:

- Professional experience in a marketing department
- Excellent communicator both written, in person and via telephone / video calls with a focus on UX and CX
- Strong, current working knowledge of marketing and sales practice
- Demonstrable experience in marketing and sales both B2B and B2C
- Experience working with third parties
- Can be contacted via phone/email/Instant Message both in and outside normal office hours (due to international calls etc.)
- Comprehensive knowledge of Microsoft Office, particularly Excel
- Relevant qualifications in media or marketing to a degree level or appropriate experience

Helpful Secondary Qualities

Experience using software including:

- Microsoft Office
- Microsoft Teams
- Sling
- ACAST
- Word Press
- Shopify
- Online merch stores e.g. RedBubble, TeePublic, etc
- Google Ads
- Adobe Suite, particularly Photoshop, Illustrator and Premier Pro
- Audience analytic tools e.g. Google Analytics
- Audacity or equivalent audio editing software

Demonstratable experience including:

- Media producing e.g. short film producer
- Telesales, particularly in media
- Implementation of advertising campaigns
- Media buying, advert buying etc

Person Specification

An ideal candidate is:

- Highly organised, self-disciplined and self-motivated
- Able to work well in a distributed, agile working environment with minimal oversight
- Excellent at time management
- Highly accurate with exceptional attention to detail
- A strong communicator
- Actively interested in podcasting (esp. Audio Drama)
- Comfortable engaging in “geek culture”



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Application Process

Please send a cover letter to HR@rustyquill.com with the subject line:
“Marketing & Sales Assistant” Editor [NAME] –[DATE]”

Then attach a copy of your CV (ideally PDF)

Please Note: If you're intending to perform this role alongside other media-related positions, it's your responsibility to declare any potential conflicts of interest to all affected parties at the outset.

Candidates that make it through the review stage will be invited for a telephone interview, after which we'll make our final decision and let you know the outcome of your application.