

Job Description

Creative Marketing Assistant

Full Time Contract



Company Background

Serve Legal is the UK's leading retail compliance auditor, enabling market leaders to successfully measure and improve performance, and protect their businesses. We perform independent, mystery on-site and online audits enabling companies to establish if expected staff performance, operational standards and company procedures are in place.

Serve Legal is a dynamic, ambitious, growing company delivering over 15,000 audits per month with a UK-wide team of around 4,000 auditors. With expertise in mystery shopping, age-restricted sales, retail audit, media compliance, allergen, home delivery and customer experience fields, we are expanding our business into new territories.

Equality, Diversity, and Inclusion: At Serve Legal, we value equality, diversity, and inclusion. We are committed to creating an inclusive environment for all our employees. We positively encourage applications from all suitably qualified and eligible candidates, regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.

Job Purpose

Working as part of the Client, Sales and Marketing (CSM) team, the Creative Marketing Assistant will play a key role in delivering Serve Legal's marketing strategy across both B2B and B2C audiences.

The role combines creativity with commercial thinking, supporting the business through engaging digital content, professional communications and marketing campaigns that strengthen our brand, support business development and help attract and engage our international auditor network. The successful candidate will manage our social media channels, create marketing collateral, produce newsletters and blogs, update website content, and support a range of marketing initiatives across the business.

We're looking for a creative, proactive and organised marketing professional with at least one year's demonstrable marketing experience, ideally within a B2B environment. Working closely with the Marketing & Communications Manager, you'll be encouraged to bring forward new ideas, identify opportunities and take ownership of projects, while receiving the support and guidance needed to continue developing your marketing career.

This is an exciting opportunity to join a growing marketing function where you'll gain exposure to a wide range of marketing activities, make a genuine impact on the business and have clear opportunities to develop as the department continues to expand.

Principal Accountabilities

Content Creation & Design: Create high-quality marketing content and visual assets for both B2B and B2C audiences using Canva and AI tools. Produce professional marketing materials including social media graphics, presentations, white papers, brochures and sales collateral, ensuring all content is engaging, on-brand and visually consistent.

Social Media Management: Manage Serve Legal's social media channels across B2B and B2C audiences. Plan, create and schedule content, monitor engagement and help grow our online presence while maintaining a consistent brand voice.

- Auditor Recruitment & Engagement:** Support the recruitment and engagement of our nationwide and international auditor network by creating engaging digital content and assisting with paid recruitment campaigns across platforms including Meta, TikTok and Google.
- Marketing Communications:** Create newsletters, blogs, email campaigns and other written communications for clients and auditors, ensuring all content is professional, engaging and aligned with the Serve Legal brand.
- Website Content:** Keep website content up to date by maintaining copy, imagery and marketing information, ensuring a professional and consistent online presence.
- Marketing Support:** Support the delivery of marketing campaigns across B2B and B2C audiences. Work closely with the Marketing & Communications Manager to develop new ideas, create marketing materials and support wider business development activity. Proactively identify new marketing opportunities and contribute ideas to support the continued growth of the Marketing & Communications function.
- Client Success Support (Occasional):** Provide holiday cover for the Client Success team when required, assisting with client communications and briefing documentation.

BEHAVIOURS AND WORK-BASED COMPETENCIES

Essential

- At least 1 year's demonstrable experience in a marketing role, ideally within a B2B environment
- Experience creating professional marketing content across digital channels
- Confident using Canva to create high-quality marketing materials and visual content
- Excellent written communication and copywriting skills
- Experience managing or contributing to company social media channels
- Strong organisational skills with the ability to manage multiple projects and priorities
- Creative mindset with a strong eye for design, branding and visual consistency
- Proactive approach with the confidence to contribute new ideas and identify marketing opportunities
- Commercially aware with an interest in how marketing supports business growth
- Confident using AI tools to improve marketing workflows and content creation

Desireable:

- Experience updating website content or using a CMS (e.g. HubSpot)
- Experience creating email marketing campaigns and newsletters
- Experience supporting paid social campaigns across Meta, TikTok or Google Ads
- Knowledge of Serve Legal's services or previous experience as a Serve Legal Auditor

Key Details

WORKING PATTERN Monday to Friday 9am - 5:30pm	LOCATION Remote Working. In Office 1/Month	HOURS 37.5hrs/ Week
ANNUAL LEAVE 25 days + bank holidays	EXTRA BENEFITS 1 Self-Development Day/ Year	SALARY £27,000 Increasing to £28,000 after probation.