



lily@quirkyweddingfayre.co.uk

www.lilyjonesevents.co.uk

www.quirky-weddings.com

Sales & Marketing Assistant

JOB DESCRIPTION

CONTRACT: FREELANCE

HOURS: 3 HOURS PER WEEK/12 HOURS PER MONTH

SALARY: £144 PER MONTH (£12 PER HOUR) + COMMISSION

LOCATION: 100% WORK FROM HOME, UK BASED

Lily Jones Events are recruiting a Sales & Marketing Assistant for their highly successful UK-wide Quirky Weddings brand that consists of the Quirky Wedding Fayre, Quirky Weddings Magazine & Quirky Shop.

ABOUT THE BRAND

At Quirky Weddings we believe that a couple's wedding day should be all about them! We celebrate uniqueness, bask in geek-chic, and love the weird and wonderful!

The Quirky Wedding Fayre was created in 2019 by award-winning alternative wedding planner, Lily Jones of Lily Jones Events. Lily wanted to create a wedding fair that celebrated her ethos of making every wedding unique, gave alternative wedding suppliers in the Southeast a platform to showcase their businesses and showcased small independently run unique wedding venues. Taking the wedding fair world by storm, the Quirky Wedding Fayre went from strength to strength and now operates in over 9 locations in England, Scotland, Wales and Northern Ireland!

Quirky Weddings Magazine is our brand new glossy bridal magazine jam-packed full of wedding inspiration that celebrates uniqueness! Available to buy online and given out exclusively at the Quirky Wedding Fayre, Quirky Weddings Magazine is published twice a year and we pack each issue full of wedding inspiration from styled shoots to real weddings and everything in between to help couples to plan your perfect day that is all about them!

ABOUT THE ROLE

The Quirky Weddings brand is rapidly expanding and so we are in need of an experienced Sales & Marketing Assistant to assist with brand development, exhibitor stand and print ad sales, and social media engagement.

KEY RESPONSIBILITIES

- Researching and generating exhibitor and sponsorship sales leads for our fayres
- Researching and generating advertisement sales leads for our magazine
- Instigating contact with any sales leads via email
- Following up all sales leads and closing sales via email and telephone





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- Assisting with social media engagement; commenting, liking, and following relevant accounts and engaging with existing followers
- Creating and posting engaging social media stories and reels
- Spreading the word about the Brand in wedding and event Facebook groups with the aim of generating exhibitor, magazine, and event ticket sales
- Assistance in developing a TikTok account and creating engaging content
- General admin including responding to enquiries for more information

WHAT YOU WILL RECEIVE FROM US

- personal email account @quirkyweddingfayre.co.uk to work from
- a full and extensive induction session
- a friendly and fun team to be a part of with help and assistance all the way
- opportunity to join our bi-monthly Zoom training sessions for our Event Managers
- an annual team building day full of fun activities, networking & training
- additional opportunities available within the brand such as creating your own editorial photoshoots, writing articles for the magazine, or coming up with your own merchandise designs, if you wish.

PAYMENT

- £12 per hour, equating to £144 paid monthly
- Plus opportunities to earn sales commission on top of your salary

PERSON SPECIFICATION

There are some essential and some desirable skills, knowledge, and characteristics that we would require to perform this very important role. Please address how you have demonstrated these skills in your application.

ESSENTIAL

- registered as freelance/self-employed (or willing to register) and have a UTR number. You (or your accountant) are responsible for completing your own tax return
- previous experience in a sales and/or marketing role
- GCSE in English & Maths at grade C or above (or equivalent qualification)
- excellent organisational and time management skills
- excellent IT skills including using applications such as Word & Excel
- experience in using social media
- excellent ability to work well with and integrate into a team
- excellent written and verbal communication skills, with the ability to effectively respond to emails ensuring essential information is included and conveyed in a professional manner





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- professional telephone manner and excellent interpersonal skills
- possess confidence, patience, politeness, tact, and diplomacy, when dealing with difficult or high-pressure situations
- ability to manage and prioritise your own workload
- access to a computer/laptop with internet access & phone to work from

DESIRABLE

- formal qualification in Sales and/or Marketing at any level
- experience within the wedding, exhibition or print media industry
- proven experience in developing a successful business or influencer Instagram, Facebook or TikTok account
- able to think creatively to be able to come up with new ideas to improve

HOW TO APPLY

Please send a CV and cover letter, detailing your experience and how you meet the person specification to mark@po3consultancy.co.uk

If your application is successful then we will be in touch to arrange a telephone interview in the first instance, with a face-to-face interview to follow if you proceed.

If you have any questions about the role then please do feel free to contact Lily, Founder & Operational Manager on lily@quirkyweddingfayre.co.uk

