



Job title: Events and Promotions Assistant	
About us: Caversham Lakes founded in 2020, is a lake in the heart of the Thames Valley. We offer a wide range of activities from open water swimming, SUP boarding, kayaking, canoeing & aqua park. We also have over 40 acres of parkland for camping and glamping with a private island available for weddings, parties and celebrations. Caversham Lakes is a fun and safe destination for families & friends and we rely on our teams to provide a fantastic and memorable experience for all our guests.	
Main purpose of job: Assists Senior Events & Marketing Manager and the Events Team in developing, managing and executing all events and promotions for Caversham Lakes. The role of Events & Promotions Assistant is varied and will play a key role in the delivery, co-ordination and promotion of a programme of internal and external events directly related to Caversham Lakes	
Department: Events	

Main duties	
<ul style="list-style-type: none"> • Assists in coordinating and implementing all details involving special events (Parties, Seasonal Markets/Shows, Expos, etc.) and promotions. • Assists Event Management in efforts to formulate promotional packages to their clients including in presenting promotions to their clients. • Structure remote appearances and communicates with clients in advance to coordinate the appearances. • Assists in developing promotional ideas • Provides project status updates to the Senior Events and Marketing Manager • Assists in facilitating weekly promotion meetings • Serves as company representative for certain community and charitable events • Responsible for the collating and uploading of event listings • Manage and maintain the social media channels creatively • To help with brainstorming and development of ideas for future events, marketing and promotion • Ability to work night and weekend events • 	
Skills: Essential <ul style="list-style-type: none"> • 1 year certificate from college or technical school or at least 1 years' experience in similar role • Good punctuation and grammar with ability to write reports • Creative • Computer Literate • Proficient around all social media platforms (e.g. Facebook, Twitter and Instagram etc) 	Desirable <ul style="list-style-type: none"> • Highly organised • Excellent public relations skills • Experience of running or contributing to commercial social media channels (<i>for context, most of our event promotion is done via social</i>) • Basic knowledge of Adobe Creative Suite • Basic knowledge of a CRM/Event booking system



CAVERSHAMLAKES

SWIMMING • WATERSPORTS • EVENTS

- Ability to juggle a variety of projects at once
- Meet deadlines and work under pressure

- Understanding of ticketing and how it works

Salary: £23,000 per annum

Contract Type: Permanent – Full Time

Last updated: *May 2021*