

Job Title: Marketing & Communications Executive
Reports to: Head of Marketing & Communications
Location: London, Euston or hybrid; 3 days per week in the office, 2 per week remote)
Salary: c£35k
Contract: Permanent full time

This is an exciting opportunity for a marketing professional with a passion for and understanding of the entertainment sector - specifically TV, Film or Videogames to join OKRE's marketing & communications team.

- Are you a creative marketer who can turn ideas into compelling campaigns and engaging content across digital and offline channels?
- Can you design, produce, and edit high-quality visual, print, and video assets using Adobe Creative Suite?
- Do you enjoy managing multiple projects, collaborating with diverse stakeholders, and bringing stories to life through impactful communications?

If so, then we'd love to hear from you!

The Marketing and Communications Executive will play a key role in developing and implementing marketing strategies to increase awareness of and engagement with OKRE's work.

This is a hands-on role that requires a versatile individual with the ability to work independently and as part of a small team. In this role you will be working across OKRE's general communications output and brand marketing in addition to providing marketing & communications support to specific strands of activity.

About OKRE:

OKRE - Entertainment powered. Impact led.

OKRE is the entertainment impact charity that works with the entertainment industries to understand and enhance how entertainment has social impact. We focus on creative collaboration, and narrative influence, connecting creatives with expertise, resources, and frameworks to generate compelling entertainment and maximise impact.

We support creators to develop entertainment that changes public perceptions, while using research to evaluate the social impact of entertainment. Committed to cross-sector collaboration, we connect the entertainment industries with charities, academic research, and lived experience, to exchange knowledge and ideas that make more engaging and impactful storytelling.

Role Purpose

The Marketing and Communications Executive will support the Head of Marketing and Communications in executing all aspects of the Marcomms Strategy including content creation, digital marketing, media relations and event management support.

Key Responsibilities:

Marketing and Communications:

- Support the planning, delivery, and evaluation of marketing campaigns across digital and offline channels.
- Create and schedule content for social media platforms, websites, newsletters, and marketing materials.
- Assist with audience development, stakeholder engagement, and promotional activities.
- Monitor campaign performance and provide reports and recommendations based on key metrics.
- Maintain brand consistency across all communications and marketing outputs.
- Support event marketing, including webinars, conferences and workshops.

Content Creation & Production:

- Design and produce marketing assets for digital and print channels, including social media graphics, presentations, brochures, reports, banners and promotional materials.
- Create and edit video content for social media, websites, and events.
- Prepare artwork and creative assets for publication and distribution.
- Manage creative workflows from concept through to final production.

Digital Marketing:

- Implement and manage digital marketing strategies, including social media, email marketing, and SEO.
- Take ownership of OKRE's social media presence, engaging with our network to build an active social community and grow social engagement.
- Analyse campaign performance and provide regular reports on key metrics.
- Utilise Google Analytics and other tools to track website traffic and user behaviour.
- Liaise with OKRE's web design agency to project manage development of website updates.
- Work with the OKRE CRM system to take responsibility for updating and maintaining website content.

Brand Management & Communications:

- Ensure consistent brand messaging and visual identity across all platforms.
- Develop and maintain a suite of brand assets for use by internal teams.
- Develop relationships with media outlets and journalists.
- Write press releases and manage media inquiries.
- Work with any external marketing or design agencies.

Events Support:

- Support the delivery of OKRE programmes by creating marketing materials and promotional campaigns for industry focused events e.g. the OKRE Summit & industry roundtable discussions.
- Contribute to the logistical aspects of event management including visitor registration, delegate management, signage, audio visual requirements.
- Collaborate with the OKRE team to develop and implement effective event marketing and communication plans.
- Build and maintain strong relationships with internal stakeholders, sponsors, speakers, attendees, and vendors.

Skills & Experience

Essential:

- Proven experience (typically 2-4 years) in a marketing communications role, within the charity, entertainment, or arts sector.
- Strong proficiency in Adobe Creative Suite, specifically Photoshop & Premiere Pro.
- Experience using content management systems for managing and updating website information and assets.
- Excellent written and verbal communication skills with the ability to craft compelling and engaging content for diverse audiences.
- An understanding of digital marketing principles and best practices, including social media marketing, email marketing, SEO, and content marketing.
- Experience managing social media platforms and using social media management and reporting tools.
- Experience in email marketing platforms (e.g., Mailchimp, Hubspot).

Desirable:

- Strong organisational and project management skills with the ability to manage multiple projects simultaneously and meet deadlines.
- Ability to work both independently and collaboratively within a team environment.
- Experience of managing small events and/or providing support to the organisation of large events including registration & delegate management, coordination of event materials, supplier liaison and delegate surveys.
- Excellent attention to detail.

Benefits:

- Inclusive, collaborative culture within a growing team passionate about entertainment and social impact
- Optional enrolment into OKRE's workplace pension scheme
- Free access to onsite Nuffield Gym (until December 2026)
- Employee Assistance Programme
- Access to subsidised menu of hot and cold food options (until December 2026)
- Great views over the city from our 6th floor central London office (until December 2026)
- We are currently based in the building that houses the Wellcome Collection, a museum and library connecting science, medicine, life and art (until December 2026)

How to apply for this role:

[To apply, please submit via this online form.](#)

- Your CV
- Cover statement (max 800 words)

Deadline: 24th June 2026

We reserve the right to close this vacancy early if we receive sufficient applications for the role. Therefore, if you are interested, please submit your application as early as possible.

Cover Statement Guidance

In no more than 800 words, let us know why you are applying for this role and how your skills and experience align with the essential criteria. We encourage you to use the prompts below to ensure you cover key skills, experience, and tools.

Please focus on providing specific examples, outcomes, and responsibilities rather than general statements.

Some Helpful prompts:

- Where are you in your career and why are you applying for this role?
- Describe your experience in creating & producing marketing materials. What were they, how did you approach the brief and how did the final materials support the marketing objectives?
- Tell us about your experience using Adobe Creative Suite – how have you used these skills in your marketing career to date?
- Describe your experience running social media accounts – how have you increased engagement; what did you learn?
- Tell us about your experience running or supporting the execution of an event. What was your role, how did you contribute to the success of the event?

A Note on AI: We're looking to understand your unique skills, experiences, motivations and perspectives, and find that comes through best in your own voice.

Diversity and Inclusion:

We are committed to improving our ways of working and finding ways to enable a more inclusive and accessible environment.

If you would like us to make adjustments during the application process, please contact us by emailing officemanager@okre.org with the subject line 'Marcomms Exec Application Process'.

Feedback & process:

Our recruitment process involves application, shortlisting, 1st interview (online), 2nd interview & task (in person), offer, references, onboarding.

We will confirm receipt of your application via email.

We aim to invite shortlisted applicants to first interview no later than w/c 29th June (First round interviews will be held on a rolling basis).

Final interviews will take place w/c 6th July.

Only candidates selected for interviews will receive feedback if requested.

Confirmation of themes/questions for interviews and any guidance for assessment will be shared with short-listed candidates in advance.