



**Job title: AudioUK Marketing and Growth Lead**

**Salary: £10,000 fixed fee**

**Contract period: 12 months**

**Contract terms: Freelance, flexible hours, based on one day per week**

**Location: Remote - occasional travel within the UK**

**Expertise: Marketing and Sales**

**Role specification:**

AudioUK, the leading industry body representing the UK's professional independent audio (podcast, radio and audiobook) industry has an exciting opportunity for a communications and growth-focused professional to join us as our Marketing and Growth Lead. In order to drive our communications, membership engagement, and sponsorship efforts. The role will focus on publicising the work of AudioUK and our members, expanding our membership base and securing partnerships and sponsorships to support AudioUK's initiatives.

The ideal candidate will have a strong background in communications and social media management, as well as sales and / or membership body experience. Basic asset creation skills for social media or marketing campaigns will also be required. This is a freelance position with flexible hours, making it an excellent addition to a portfolio career. The expected time commitment is approximately 4-5 days per month, but the successful candidate will manage their time based on deliverables.

**Key outputs and responsibilities:**

- Lead AudioUK's social media presence, creating content to engage our community and attract new members.
- Source, write and distribute an externally facing monthly newsletter, based on the work of our member companies and wider industry news.
- Develop and implement strategies to grow membership, including reaching out to and meeting prospective new members.
- Create basic marketing assets (e.g., graphics or visuals) for social media posts, newsletters, and other communications.
- Identify, approach, and secure partnership opportunities for AudioUK.

**Skills and experience:**

- Strong communicator with excellent copywriting and social media management skills.
- Proven experience in business development, sponsorship, or fundraising.
- Basic asset creation skills using tools such as Canva or similar platforms.
- Experience working in the audio industry or a passion for audio content.

- Ability to work independently, manage flexible hours, and meet deliverables within agreed timelines.
- Familiarity with marketing and communications platforms, and an understanding of engagement analytics.
- Previous experience working with multiple stakeholders as part of a membership organisation or similar.
- Demonstrable metrics to show growth via marketing and outreach.

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**How to Apply:**

Please send your CV and a cover letter outlining your relevant experience and why you are interested in this role to [admin@audiouk.org.uk](mailto:admin@audiouk.org.uk), with the subject line - *AudioUK Marketing and Growth Lead*.