

Application code: WE03
Opportunity details: Working alongside Brandspire's team of brand strategists and publishing experts to create a marketing strategy and content, implement and analyse the effects of social media strategies and support a marketing campaign & book launch. You will also get insights into how the publishing process works and how a book can be leveraged as a tool for personal growth and industry influence.

KEY WORDS: MARKETING, SOCIAL MEDIA, PODCASTS, CONTENT CREATION.

Company profile: A digital marketing agency which specialises in boosting the profile of non-fiction authors ahead of book releases.

Location: Virtual

Date(s): 2 weeks between June and September 2025 – dates to be confirmed between you and the employer.

Post-September: Yes - if you are a postgraduate student and unable to work during the summer due to visa and/or academic constraints, you can undertake this placement September-November 2025.

Remote Working: This reward can be undertaken remotely if required.

Travel costs: Yes - within reason, exact amount to be confirmed at the interview

Additional criteria: You must be enthusiastic about promoting authors, interested in entrepreneurship, literature and broadcasting. You must have a strong business acumen. You must be a dynamic self-starter with the ability to engage with a wider team.

Recommended for: Kent Business School, School of Arts, School of English, School of History, Centre for Journalism.

Key Responsibilities:

Content Creation & Strategy Development: Assist in brainstorming and developing creative content ideas for social media, blogs, and marketing materials.

Draft, edit, and review content that aligns with Brandspire's mission and client goals.

Participate in content planning sessions, gaining insight into content calendars and campaign timelines.

Social Media Management & Analytics:

Support daily social media activities, including posting, audience engagement, and monitoring feedback.

Conduct research on industry trends and best practices to help optimise social media strategies.

Assist in tracking and analysing social media metrics to evaluate campaign performance.

Book Launch & Marketing Campaign Assistance:

Contribute to the planning and execution of book launch campaigns, from research to promotional material preparation.

Learn how to set up and manage launch teams, track pre-order strategies, and assist in review generation.

Support event planning for launch events or webinars, working closely with the team to ensure seamless execution.

Publishing Process Support:

Shadow our publishing team to gain insight into manuscript preparation, formatting, and book design.

Assist in coordinating with designers and editors to ensure quality and consistency in publishing projects.

Learn about book distribution, ISBN management, and the practicalities of bringing a book to market.

Brand & Thought Leadership Development:

Assist in developing branding materials for clients, focusing on personal branding and authority building.

Research potential industry trends, speaking opportunities, and influencer strategies for clients.

Contribute ideas to enhance thought leadership content, including blog articles, interviews, and podcasts.

Client Communication & Project Management:

Sit in on client meetings to gain exposure to client-agency relationships and project management.

Assist in drafting client communications, progress reports, and project summaries.

Gain hands-on experience in managing timelines and coordinating tasks in a professional environment.