



## **Marketing Assistant – content, campaigns and growth**

**Job Title:** Marketing Assistant

**Reports to:** Clinic Director

**Location:** Martlesham, Ipswich (hybrid possible)

**Hours:** 15-20 hours/week

**Salary:** £25,000–£27,000 pro rata

### **The Mission of the Marketing Assistant**

To help tell the story of Alpha Physiotherapy in a way that attracts, inspires and engages the people we serve. You'll help us grow by creating high-quality content, supporting marketing campaigns, and keeping our brand voice clear and consistent across all platforms.

You'll work closely with the Directors and wider team to bring to life the transformational results our clinic achieves - through content, community, and strategy.

### **If you want to:**

- Create and schedule content across Instagram, Facebook, YouTube and email
- Be involved in real campaigns - not just stuck doing admin
- Write copy, gather testimonials, and support launches
- Work in a fast-paced, ambitious environment where your ideas matter
- Track campaign results and see your work make a difference

### **And if you:**

- Love content creation and storytelling
- Know your way around Canva/Adobe express, email tools, and social platforms
- Are organised, proactive, and a quick learner
- Have a genuine interest in health, fitness, or movement

Then this might be the perfect role for you.

### **Role Overview**

This role focuses on content creation, campaign delivery, and marketing support. You'll play a key role in expanding Alpha Physio's presence online and offline - from social media and emails to events and client stories.

You must be confident writing for different formats, comfortable using design tools like Adobe Express/Canva, and curious about what makes people engage. This is a varied, fast-moving role with real responsibility from day one.

### **Responsibilities:**

- Assist in planning and executing seasonal marketing campaigns
- Design and schedule content across Instagram, Facebook and email



- Write email newsletters, blog posts and short-form copy for social
- Collect and organise testimonials, case studies and clinic stories
- Help coordinate marketing for events, offers and workshops
- Update website landing pages (basic editing via CMS)
- Track key metrics like open rates, reach, and engagement

**Skills & Attributes:**

- Confident with Canva/Adobe Express, email platforms, and social scheduling tools
- Strong writing and storytelling skills
- Creative thinker with an eye for branding
- Basic design and video editing skills
- Highly organised, self-motivated and detail-oriented
- Curious about what makes people take action or book

**Who We Are**

Alpha Physiotherapy is an award-winning clinic in Suffolk helping people move with confidence and live without pain. We specialise in physiotherapy, sports injury rehab, Pilates and lifelong movement. We work with clients of all ages - from professional athletes to local families.

We're led by Lyndsey and Jimmy Reynolds, two respected clinicians committed to delivering outstanding care and running a business that puts people first - including our team.

**Your Compensation & Benefits**

- Competitive salary (£25–27k depending on experience and fit)
- 20 days paid holiday pro rata + bank holidays
- Pension scheme
- Hybrid working potential (clinic + remote mix)
- Strong onboarding, mentorship and skill development

**How to Apply**

Head to [www.alpha-physio.co.uk/hiring](https://www.alpha-physio.co.uk/hiring) and fill in your details using the link provided.