



Entry-Level Marketing & Social Media Assistant

Bluebell Railway – Sheffield Park, East Sussex

Perfect for a school leaver or early-career applicant with creativity and a love of heritage

Do you love social media, enjoy talking to people, and want to be part of one of Britain's best-loved heritage railways. The Bluebell Railway is looking for an enthusiastic, creative **Entry-Level Marketing & Social Media Assistant** to join our team.

This is a fantastic opportunity to start a career in marketing while helping to preserve and promote a living piece of history.

What You'll Be Doing

- Creating posts, stories, short videos and behind-the-scenes content for our social media channels
- Helping to plan and deliver marketing campaigns for events, galas and seasonal activities
- Supporting the team at **business shows, community events and mainline railway station promotions**
- Talking to visitors, families and rail enthusiasts to gather stories, photos and ideas
- Assisting with photography, filming and simple editing (training provided)
- Helping with email newsletters, website updates and printed materials
- Keeping an eye on trends in heritage, tourism and social media
- Working closely with volunteers and staff across the railway to capture authentic content

What We're Looking For

- A genuine interest in **heritage railways**, history or tourism
- Confident using Instagram, TikTok, Facebook and other platforms
- Friendly, approachable and comfortable speaking to the public
- Creative, organised and willing to learn new tools and techniques
- Someone who enjoys being part of a team and contributing ideas
- Reliable, positive and happy to get stuck in — whether online or on-site
- A school leaver or early-career applicant looking for hands-on experience

Experience isn't essential — enthusiasm and curiosity matter more.

What You'll Gain

- Real-world marketing experience in a unique heritage environment
- Training in social media, branding, photography, video and public engagement
- Opportunities to attend events, shows and station promotions
- A supportive team and a welcoming volunteer community
- A chance to build a portfolio of work for future roles or study
- The satisfaction of helping preserve and promote Britain's steam railway heritage

About the Bluebell Railway

The Bluebell Railway is one of the UK's first preserved standard-gauge steam railways. We run historic locomotives, carriages and stations — and we welcome thousands of visitors each year. Our marketing team helps share the magic of steam with new audiences and future generations.