



## Marketing Assistant - Application Form

Please answer the questions below (please keep to the word limits) and return to [jobs@thisiscodebase.com](mailto:jobs@thisiscodebase.com) along with your CV and, optionally, complete an [Equal Opportunity and Diversity Monitoring Form](#).

By submitting an application form you are confirming that you already have the right to work in the UK. We are not able to sponsor visas. If you have any questions about your eligibility for work please email [jobs@thisiscodebase.com](mailto:jobs@thisiscodebase.com) before completing an application.

To allow us to anonymise the initial shortlisting process, we will *only* read this application form (and *not* your CV) so please keep this in mind when answering the questions. Shortlisting will initially be done on the basis of the initial key skills questions to establish experience and capability in the key aspects of the role, followed by the remaining essential criteria. The highest scoring applications will advance to the next stage. **Please don't include your name anywhere in this application form.** Your CV will be read towards the end of the process, after we have read all the application forms. While not required, we recommend that you use the STARR model approach to answering the following questions. You can [find information on the STARR model here](#).

1. Describe a marketing project or campaign you contributed to. What was the objective, what was your role, and how did you measure whether it was successful? (max 150 words)

We are looking for: A clear example of a marketing project you contributed to, outlining the objective, your role, how success was measured, and what you learned.

2. How do you decide what message or angle to prioritise when communicating a programme, product or service? (max 150 words)

We are looking for: A clear explanation of how you prioritise messaging, showing your understanding of audience, value proposition and message hierarchy, your ability to simplify complexity, and that you think like a marketer, not just a copywriter.

3. Please use this space to provide us with more information about how you meet the essential criteria for the role. Make sure to reference the following in your answer:

- Around 1+ year's experience in a marketing or content role.
- Strong writing and editing skills across formats
- Experience creating marketing assets
- Able to structure longer content clearly and commercially
- Comfortable working with colleagues to draw out key messages
- Organised and calm when juggling deadlines
- Collaborative and proactive approach

(max 150 words per bullet point)

4. If you have anything to say about the points below, we'd love to hear a little more - don't worry if there's nothing you'd like to add:

- Experience writing case studies or customer stories
- Experience creating sales or pitch materials
- Experience using Webflow or a similar CMS
- Experience working in an agency or client-facing environment
- Examples of long-form content you've authored
- Experience interviewing stakeholders and shaping their input into written pieces
- Familiarity with structured marketing workflows or content planning tools

(max 300 words)

5. Is there anything else you would like to add to support your application?

6. Please tell us how you heard about this role. Please choose one of the following options, and be careful not to include any further information unless specifically mentioned

- CodeBase website
- LinkedIn jobs
- External job board (Please add the website here: )
- Facebook/Instagram
- Twitter/X
- Recommended by friend/family
- Recommended by CodeBase employee
- Other

7. Please outline your availability for interview in March 2026.

*Please be as specific as possible to help with scheduling.*

8. What is your current notice period?

9. Can you confirm you have the right to work in the UK?

*You don't need to provide details of how just yet, but we are unable to sponsor any Visas.*