



Digital Marketing Apprenticeship Job Description

Job Role	Digital Marketing Apprentice
Salary	£175 per week for 12 months. National Minimum Wage thereafter
Contract Length	18 months
Hours	37 hours per week, Full Time

Overview of the role:
This is an exciting opportunity for someone with a keen interest in digital marketing and social media who could develop the online and visual presence of our Partnership, with the view to promoting and raising our profile to new members. A key member of the team that can support the day to day marketing and advertising of the Partnership within the office and at a variety of events.
Principal duties and responsibilities:
Develop and apply effective, secure and appropriate solutions using a wide variety of communication tools such as digital, social media, written and verbal marketing
Review, monitor and analyse online activity and provide recommendations, insights and solutions to the Partnership
Help review, plan, organise and coordinate marketing campaigns
To measure and evaluate the success of campaigns across all platforms
Support ConnectEd Partnership in all aspects of promotion and communication with current and potential members
Provide support at events that would link to social media platforms
Contribute to our weekly newsletter and Website
Be a key point of contact for current and new members
Personal qualities:
Have an understanding of all methods of marketing
Be organised and able to work on own initiative and as part of a team
Have an enthusiastic attitude to life and work
Punctual with excellent time keeping skills
Good interpersonal skills
Excellent communication skills
Be flexible
The post holder will be expected to:
Complete all elements of the apprenticeship training and attend college events as directed.
Participate in staff development, appraisal and training as appropriate
Comply with the Partnership's agreed policies and procedures including but not limited to Health and Safety, Equal Opportunities Policies, the Data Protection Act, Freedom of Information Act, Financial Management Regulations and other relevant Council and Government Regulations, Directives and City-wide priorities.
To undertake any other tasks, duties and responsibilities as directed and appropriate to the grade and role of the post subject to any reasonable adjustments under the Disability Discrimination Act 1995 as incorporated into the Equality Act 2010.
Act in accordance with the Partnership and college's constitution and other Codes of Conduct.

Person Specification

Job Title: Digital Marketing Apprentice

Requirements	ESSENTIAL	DESIRABLE
<p>1. Personal Skills eg, interpersonal, planning, organising, communication, learning, leadership</p>	<ul style="list-style-type: none"> • Effective and confident written and oral communication skills • Excellent presentation skills • A high-level of self-motivation, personal drive and enthusiasm • The ability to plan and evaluate • Work as part of a team • Flexibility 	<ul style="list-style-type: none"> • Ability to work on own initiative with minimum supervision to meet agreed targets and achieve results
<p>2. Experience eg. previous types of jobs, teamwork</p>	<ul style="list-style-type: none"> • Knowledge of different forms of social media and networking platforms • Knowledge of website design 	<ul style="list-style-type: none"> • Promotion/Marketing knowledge • Work in family or community settings • Planning and creating basic websites
<p>3. Knowledge eg. computer literacy, ability to work with stats or reports</p>	<ul style="list-style-type: none"> • Good ICT skills, particularly in Microsoft Office applications, email, social media and the Internet. 	<ul style="list-style-type: none"> • Awareness of marketing strategies/campaigns • Security/GDPR and safety procedures
<p>4. Special Requirements eg. training and development</p>	<ul style="list-style-type: none"> • Willingness to attend additional training as appropriate 	<ul style="list-style-type: none"> • Ability to take quality photos and videos
<p>5. Education eg. qualifications, professional & specialised training, technical skills</p>	<ul style="list-style-type: none"> • GCSE Grades C/4 or above in Maths and English or passes in relevant and equivalent college entry numeracy/literacy tests 	<ul style="list-style-type: none"> • Qualifications in a Marketing/Social Media studies

This post is subject to an enhanced DBS check.