

## Digital Marketing Apprentice

Apprentice role, whilst studying for Level 4 Diploma in Digital Marketing.

Salary will be at apprentice level and negotiable for the right candidate.

Progression opportunities available for the right candidate once apprenticeship completed.

Candidate will be allowed time within each working week to fulfil training obligations.

**Full time**

### Job Outline

We are looking for a highly driven and enthusiastic Marketing Assistant to support the Marketing department of Activ Marketing Group in its day-to-day and administrative duties. The candidate should have big aspirations for a career in Marketing and be willing to learn from the ground up.

The candidate would be based remotely with regular face to face and virtual support, and therefore would need to be highly self-motivated and organised, whilst being able to manage multiple projects and deadlines at one time.

The candidate must be a great communicator both in person and through digital platform's and have a natural flare and a good eye for great design.

### Responsibilities include:

- Undertaking daily administrative tasks to ensure the functionality and coordination of the department's activities
- Supporting other head office team members in organizing various projects and marketing activities for clients as well as head office
- Content creation and copywriting
- Social media management
- Client relationship building via face to face and virtual methods

### Job Duties

- Social media content creation and posting for clients and head office
- Supporting on general digital marketing tasks as required
- Updating head office and client websites as required
- Supporting the Managing Director in creating a monthly newsletter for franchisees
- Supporting on franchisee marketing campaigns
- Working on print projects for client and head office
- Content creation and copywriting
- Undertake administrative tasks to ensure the functionality and coordination of the department's activities
- Support other team members in organizing projects
- Conduct market research and analysis
- Employ marketing analytics techniques to gather important data and create reports (social media, web analytics, rankings etc.)
- Update spreadsheets and databases, financial and non-financial information

- Assist in the organisation of events and attend them to facilitate their success and report on social media
- Prepare presentations
- Communicate directly with clients and encourage trusting relationships

## Requirements

- Proven experience as a marketing assistant or within an office environment would be useful but not essential
- An active and well thought out social media presence would be great to demonstrate capabilities outside of a work environment where no work experience proof is available.
- Good understanding of office management and marketing principles
- Commercially minded with drive to succeed within a commercial role
- Modest and willing to seek answers that are unknown
- Self-starter who can think on their feet
- Ability to multi-task and adhere to deadlines
- Highly organised with a customer-oriented approach
- Excellent knowledge of MS Office, marketing computer software and online applications an advantage (CRM tools, Online analytics, Google Adwords etc.)
- Exquisite communication and people skills
- 8 x GCSE A\*-C – English essential