

Human Resources

Job Description

Position details:

Job Title:	Digital Marketing Apprentice
Department:	Marketing
Reporting To:	Marketing Communications Manager
Pay Scale:	N/A
Salary:	National Minimum Wage
Status:	Fixed Term
Working Hours:	37 hours per week

Overview of Job:

You will gain an industry recognised qualification as well as working in a full time digital marketing role for a further education college, engaging with an exciting range of audiences; school leavers, adults, and employers looking to upskill their staff.

Also, whilst this post is predominantly focussed on digital marketing, it will also provide the post holder with a fantastic opportunity to gain experience as an all-round marketer, supporting the team on events and production of marketing collaterals.

An enthusiastic, creative and personable individual, you must be passionate about marketing, IT, be methodical, and have a keen eye for detail to analyse data and spot trends.

Key Responsibilities and Accountabilities:

- Respond efficiently to enquiries using our enquiry management system (covering email and social media enquiries).
- Create basic analytical dashboards to measure performance of marketing campaigns and be able to highlight trends in reports.
- Support the Senior Marketing Executives by building, implementing and optimising digital marketing campaigns
 - Paid display advertising
 - Search Engine Optimisation
 - Email marketing – building and sending weekly bulletins
 - Web analytics
- Assist in the organisation and production of digital content.
- Update the digital screens and other display systems and noticeboards around college campuses.
- Assist with regular maintenance and checks of the college website and content management platform.



- Support with data cleansing for marketing campaigns.
- Inputting customer details at college events.

Mandatory Requirements:

- **Other Duties** – To carry out any other duties which may be reasonably determined from time to time and during peak times by the Corporation or Line Manager.
- **Commitment to Safeguarding** - Safeguard the wellbeing of students, including responsibility for reporting concerns to the College Safeguarding Team.
- **Commitment to the Prevent Duty** – To prevent students and staff from being drawn into terrorism, including responsibility for reporting concerns to the College Safeguarding Team.
- **Disclose & Barring Service (DBS) Check** - All staff will be required to have an enhanced DBS check.
- **Commitment to Equality and Diversity** - To comply with the requirements of the College's Equality & Diversity Policy and to promote Equality & Diversity in all activities, including responsibility for reporting concerns to the College's E&D Operational Group.
- **General Data Protection Regulations (GDPR)** – To comply with GDPR legislation and requirements.
- **Health and Safety** - To comply with the requirements of the Health and Safety at Work Act 1974. To fulfil your duties in accordance with College Health & Safety policy and procedures.
- **Continued Professional Development (CPD)** – To be committed to participating in performance discussions, continuous professional development and industrial upskilling.
- **Code of Conduct** – Demonstrate at all times a commitment to the College's values and Code of Conduct.



Person Specification

Attribute	Criteria	Essential (E)	Desirable (D)
Competences	Plans and schedules a variety of tasks in advance, managing priorities as appropriate.	E	
	Excellent oral and written communication skills.	E	
	Good organisational ability and time management skills.	E	
	Works to agreed standards and seeks to improve standards.	E	
	Sets and meets deadlines.	E	
	Has self-confidence and is able to present ideas and arguments to others.	E	
	Has a positive impact on groups and meetings.	E	
	Demonstrates significant perseverance and resilience to overcome obstacles.	E	
	Positive, enthusiastic and encourages others.	E	
Experience	Experience using social networking tools for business purposes.		D
	An interest in marketing and being creative.		D
	Able to use a CRM / marketing automation platform.		D
Professional Skills	Strong IT skills and an interest in computing.	E	
	Good creative writing skills and an interest in writing.		D
	An interest in communications and creative processes.	E	
	Able to monitor and evaluate range of activities.	E	
	Marketing automation experience.		D
	Email building skills.		D
	Graphic design skills.		D
	Video editing skills.		D
	Must be suitable to work with young people and adults at risk of harm.	E	
Ability to recognise discrimination and be able to demonstrate an awareness of equal opportunities.	E		
Qualifications and Training	GCSE grade 4 or above in IT.	E	
	Will work towards L3 Digital Marketing Apprenticeship Standard.	E	
	Safeguarding, Prevent, Equality and Diversity, GDPR and CEOP training to be completed within one month of appointment.	E	

