MARKETING APPRENTICE JOB DESCRIPTION

This Marketing Apprentice will provide support to the Marketing and Pupil Recruitment Manager (Debbie Benson).

At times he/she will report directly to the Development Director (Jane McMillan) on a variety of marketing activities that scope across the charities and various departments.

On the job training will be received to achieve an apprenticeship in Marketing.

Job related tasks will include assisting in the following:

. offering creative input when required eg. Literature and website

. contacting third party suppliers to obtain quotes and liaising with them to manage projects to completion

. updating the content on the school website (after training) under the supervision of the Marketing Manager/Development Director

. Proof read material before print to make sure there are no errors

. assist with planning and preparing marketing materials for events and exhibitions

. carry out stock takes on marketing literature

. updating admissions and alumni databases

. collating and helping to write copy for various marketing materials including newsletter and brochures

. assisting with the organisation of pupil assessments, preparing welcome packs and files required by colleagues

. assisting with social media feeds – twitter and Instagram

. managing the photo library

. assisting the fundraising team one day a week

The Marketing Apprentice will sit in the Development Office with 4-6 other members of staff. It is lively and friendly office and support will be given by every staff member.

Future Prospects

On completion of the Marketing Apprenticeship, Mary Hare will fund a further qualification for one year, the CIM in Marketing should the candidate wish to progress his/her career.

It is envisaged that once the apprentice gathers confidence and skills, he/she will be able to manage his/her own smaller projects under the supervision of the Marketing Manager.

Salary and package

The salary will be £12,831 pa.

Holidays – 21 day pa plus an additional 6 days given over the Christmas period for a two week shut down.

Key skills required

As well as 5 or more GCSE’s at A-C including Maths, English and ICT, and AS/A levels desirable, we required:

. excellent spoken and written English

. a creative flair

. excellent personal presentation

. good organisational skills

. the ability to work to deadlines and at times under own supervision

. the ability to work on multiple projects at any one time

. a good sense of humour and calm attitude

Training

On the job training will be provided by both the Marketing Manager and the Assessor. The Apprenticeship will be delivered by BCOT.

Other information

The candidate must be a car driver as there will be the requirement to visit other sites at times.

A DBS check will be carried out if selected.

Start date

Tuesday 29th August 2017

Working hours

9-5 Monday to Friday

Additional benefits

We have a subsidised school dining room at £2 per day

The role will be based in Arlington Manor, surrounded by beautiful grounds.

Interviews

These will be carried out w/c 3 July