

Originator	Ria White
Version	1
Job Title	Digital Marketing Apprentice
Salary	£5.50 ph
Reports To	Digital Marketing Executive
Reports In	None

Critical purpose of Role

Work with our Digital Marketing Executive and Marketing Consultant to help create content for various channels and share and schedule content on different platforms. This will vary from social media posts, sales copy, email marketing campaigns and blogs to collecting and analysing data, using tools such as Google Analytics and Dot Digital. You will also be responsible for interacting with our audience through the easyNetworks' social media platforms to help build relationships whilst increasing engagement.

Main Responsibilities

- ✓ To assist the Digital Marketing Executive with their day-to-day tasks
- ✓ Prepare social media posts and email marketing campaigns
- ✓ Schedule posts on Buffer and other similar applications to ensure that there is a constant flow of new content
- ✓ General administration duties and office help
- ✓ Add UTMs to marketing campaigns, and measure their performance through Google Analytics
- ✓ Relay information and explain current marketing campaigns to different levels of personnel
- ✓ Interact with prospects and inform customers of exciting business news via the easyNetworks' social media accounts (Twitter, LinkedIn, YouTube and Facebook)
- ✓ To work alongside other departments to create informative case studies, compelling news posts and accurate technical updates about our products and services
- ✓ Use Photoshop to compress imagery for our website
- ✓ Help arrange events
- ✓ Maintain internal communication through emails
- ✓ Schedule meetings for the marketing team

Key Qualities This role would suit someone who:

- ✓ **Creative and organised**
- ✓ Has an excellent **written communication**
- ✓ Can work **independently** and **in a team**
- ✓ Can **manage multitasking**
- ✓ Display **sound judgement** and **logical decision-making skills**
- ✓ An **interest** in **IT & Telecoms marketing**
- ✓ Is **professional** and can maintain **confidentiality**

Relevant Qualifications and Experience

Mandatory:	<ul style="list-style-type: none">✓ Math & English GCSE grade A-C✓ Computer literate
Desired:	<ul style="list-style-type: none">✓ A full clean UK driving license✓ Familiar with Microsoft Suite (Word, Excel, Outlook, etc.)✓ Previous relevant experience within a similar role