

Job title: Marketing Apprentice
Reports to: Marketing Manager
Locations: Basingstoke with occasional UK travel
Salary: £17,000
Hours: 39 hours per week

Job purpose:

To help plan, create, implement and monitor online and offline marketing campaigns to promote the business to our target audiences.

To provide support to the marketing manager to manage the daily duties for three businesses (LG Motion, MiniTec UK & Precision Acoustics).

Primary duties and responsibilities

On a day-to-day basis, the Marketing Apprentice will support the Marketing Manager on a variety of marketing activities, including;

Digital marketing

- Provide website content support including copy writing and uploading images/videos.
- Assist with developing engaging social media content across multiple channels, including LinkedIn, Twitter, YouTube & Instagram.
- Copy writing for newsletters.

PR & events

- Support the marketing manager and business managers by writing and distributing media releases.
- Assist with the organisation of, and provide support at, exhibitions and on-site customer events.
- Supporting the sales team with events and customer requirements.
- Contributing to staff engagement activities.

Brand & print

- Proof-read marketing materials to ensure accuracy.
- Ensure the brand is promoted consistently across all channels and in line with the company's vision, mission and values.
- Ad hoc duties as required including working on marketing projects.
- General marketing administration.

Stakeholder relationships

- Develop relationships and maintain communications with key internal and external stakeholders.

Skills Required

- Excellent attention to detail.
- Good written English.
- Some knowledge of paid search and general marketing objectives.
- Good working knowledge of social media networks.

Personal Qualities

- Proactive and forward thinking.
- Confident and articulate.
- Someone who is keen to learn, ask questions and wants to be involved – bright and inquisitive with a hunger for learning.
- Organised and ethical.