

Role profile



JOB TITLE

Digital Marketing Apprenticeship

DEPARTMENT

Digital Marketing

REPORTING TO

Head of Digital Marketing and User Experience

LOCATION

Bristol Harbourside

HOURS

Mon – Fri, 8:30am – 5pm

PERSONAL ATTRIBUTES

- Good time management
- Keen to learn new skills
- Enthusiastic and passionate
- Creative
- Confident communicator (written and Verbal)
- Enthusiastic and passionate

EXPERIENCE, SKILLS AND KNOWLEDGE

- Working to deadlines
- Keen to learn new skills
- Creative language skills
- Eye for detail
- Good organisation skills
- Experienced in MS Office
- Minimum GCSE standard English Language

INTERESTS

- Advertising and Marketing
- Social media, digital technology and advancements

ROLE SUMMARY

An apprenticeship with us offers an outstanding opportunity to become a key member of our digital team. Working in a real job, you will earn a salary and get valuable experience from day one.

Our structured learning programme provides apprentices with nationally recognised qualifications and workplace training that provides you with the skills needed for a successful career. You will receive continuous support throughout from your line manager, education provider and mentor for the duration of the apprenticeship.

You will play a key role in editing and creating engaging customer focused content for use on our websites. On a daily basis you will focus on what content is working, what's not and what's not earning enough. You will then change, amend and tweak the content, so every word and image is performing as best it can. It's about getting the return on investment across our digital real estate - creating the right content at the right time to engage our users.

We are looking for a passionate and enthusiastic person who can use their creative language skills and attention to detail to support the generation of creative ideas, write copy and edit existing copy on a variety of content across our website.

KEY DUTIES AND RESPONSIBILITIES

- Manage multiple tasks to meet their copy / content deadlines
- Update existing copy in response to product changes
- Craft copy that is user benefit-led and clear to the reader
- Contribute to the creative development of new and existing campaigns
- Ensure all content is optimised for search engines

