

## Multi-Channel Marketing Apprentice - Kingswinford

<b>Contract:</b>	Permanent
<b>Full Time / Part Time:</b>	Full Time
<b>Hours:</b>	35 Hours Per Week Monday – Friday 09.0 – 5.00
<b>Department:</b>	Finance LCP
<b>Location:</b>	LCP House, Pensnett Estate, Kingswinford, DY6 7NA
<b>Salary:</b>	Negotiable

### **Purpose:**

To follow an approved apprenticeship program to develop their knowledge, skills and experience to undertake a role internally or externally in a Marketing Assistant or Junior In-House Designer role.

### **Key Responsibilities:**

Working within a growing Marketing Team at one of the country's leading property investment businesses, the Multi-Channel Marketing Apprentice will have a unique opportunity to learn industry skills, principles, practices, and legislation on the job whilst acquiring an Advanced Level 3 Apprenticeship qualification in Multi-channel Marketing. The key responsibilities within the role include:

- Create, design, run and track digital campaigns.
- Designing content in line with business brand guidelines.
- Analyse and review return on investment reports on campaigns and visitors.
- Working on the company social media, including LinkedIn and Facebook.
- Forward casting social media content and interacting with client audience.
- Responding to client and customer enquiries.
- Ensuring posts and marketing campaigns reach the correct audience.
- Creating content and material for Digital and out-of-house environments.
- Search engine optimisation.
- Website performance.
- Inhouse photography

## **Person Specification**

- Strong written and verbal communication skills.
- Positive can-do attitude.
- Good working knowledge of Microsoft Office packages.
- Experience using Photoshop or Canva.
- Knowledge of common social media sites.
- Professional manner.
- Team player.
- Driven / self-motivated.
- Strong organisational skills

## **Qualifications**

- GCSE Grade C or above (or equivalents) in English and Maths.
- Demonstrable portfolio of experience.