

Job Title: **Marketing Apprentice**

Reports to: Marketing Manager

Job Purpose:

The primary role of the Marketing Apprentice is to assist in the creation and dissemination of engaging marketing content to promote the Chamber and its services (both B2B and B2C) across various channels and brands including social media, paid social, email newsletters, websites and printed materials. By contributing to campaigns and other marketing activities, the Marketing Apprentice will play a key role in increasing informed awareness of the Chamber's brands and attracting new members and business support clients. Key brands include Cumbria Chamber of Commerce, Cumbria Business Growth Hub and Made in Cumbria.

By joining the Chamber as an Apprentice, the Marketing Apprentice will benefit from a planned training and development programme, starting with the Apprenticeship to enable development within the role and progression within the team.

Principal Accountabilities:

Planning and Organising:

Under the supervision of the Marketing Manager

- Managing social media accounts for the Chamber, Cumbria Business Growth Hub and Made in Cumbria brands. This includes scheduling posts, monitoring engagement and responding to comments and messages
- Designing and scheduling marketing emails to the membership, other groups and whole database
- Provide admin support for the Chamber and Growth Hub websites to ensure all content is up to date and presented in an accessible, user-friendly and professional manner
- Creating engaging content, including videos, images and written content, for the Chamber's marketing channels and brands
- Writing and sending out press releases
- Putting together written case studies showcasing Chamber members and Growth Hub clients who have benefited from our support and services
- Using Canva to design visual assets for digital and print
- Running digital ad campaigns to promote business support and other Chamber services
- Supporting and helping to organise events
- Providing general administrative support including organising the marketing calendar, keeping up to date records and other tasks as required
- Undertaking other activities as required to support the work of the Chamber

Decision Making:

- Day-to-day decision making with regard to the job role within the guidelines and ethos of the organisation and under the supervision of the Marketing Manager
- Deciding how best to promote the Chamber's services using the available channels with support from the Marketing Manager

Internal and External Relationships:

- Developing and maintaining effective day to day working relationships with the rest of the Chamber team with Chamber partners, contractors, funders and other stakeholders
- Working with the rest of the Chamber team to promote Chamber activities
- Developing and maintaining good relationships with businesses, partners and other stakeholders

Knowledge, Skills and Experience Needed:

- Robust, straightforward, target focussed, enthusiastic and self-motivated
- Ability to develop and maintain effective working relationships internally and externally
- Administration and IT competencies including working knowledge of Microsoft Office software
- Self-confident, quick learner with potential for further development
- Good communication and organisational skills including prioritising and time management skills
- High level of accuracy while also working quickly and to deadlines
- Ability to work effectively in a challenging commercial environment
- Strong writing skills

PERSON SPECIFICATION

JOB TITLE: Marketing Apprentice

COMMUNICATION SKILLS	Essential	Desirable	How Tested
Strong oral and written communication skills	/		AF/I
Ability to develop and maintain relationships internally and externally	/		AF/I
QUALIFICATIONS			
At least 5 GCSEs at grade 4-9 (A-C) or above or equivalent including Maths and English	/		AF
WORK EXPERIENCE/JOB SKILLS			
Strong ICT competencies, including Microsoft Office software	/		AF/I
Strong writing skills with excellent grammar and spelling	/		AF/I
Foundational graphic design skills	/		AF/I
Experience using social media and ability to create engaging content	/		AF/I
Sound administration skills with attention to detail and accuracy	/		AF/I
MANAGEMENT/SUPERVISORY STYLE			
Ability to manage own time and activity on a day to day basis	/		AF/I
PERSONAL QUALITIES			
Personal drive and enthusiasm	/		AF/I
Ability to work in a challenging environment, working to meet tight deadlines with good time management skills	/		AF/I
Confidence to take on new roles	/		AF/I
Robust, straightforward and target focussed	/		AF/I
Self-confident and a quick learner with potential for further development	/		AF/I
Accuracy and attention to detail, while working quickly and to deadlines	/		AF/I
OTHER ATTRIBUTES			
Ability to travel around and outside the county	/		AF/I
Ability and willingness to work flexibly	/		AF/I

How tested: AF= Application Form, I = Interview