

DIGITAL MARKETING APPRENTICESHIP



MACMARTIN
– MARKETING & DESIGN AGENCY –

WORKING AT MACMARTIN CREATIVE

We are a full-service, award-winning marketing agency based in Derbyshire. We work with a range of clients across multiple industries, helping their businesses to thrive through marketing. We have a new opportunity to become part of our fast-growing business. We work in a creative environment where all our employees are valued and have the opportunity for personal development and career progression.

STATEMENT OF PURPOSE

Working as a Digital Marketing Assistant, you will work across several areas of our business, including website design, social media, search engine optimisation, pay-per-click advertising, and email marketing.

As a key member of the MacMartin team, your daily activities may include:

- Generating ideas to develop and enhance client strategies
- Social media post planning and scheduling
- Updating website content and images
- Creating copy / content for clients
- Email marketing campaigns
- Keeping up to date with online trends
- Keyword research for SEO purposes
- Web statistics reporting
- Co-ordinating a variety of paid advertising

As an apprentice at MacMartin, you will be supported in your studies, and we will provide on the job training. We are looking for someone with an interest in website design and eventually this will become a large part of this role.

SKILLS REQUIRED

- Excellent eye for design
- Knowledge of WordPress is desirable
- Strong verbal communication skills for articulating ideas to colleagues and clients
- Excellent written communication skills for producing high quality content
- Attention to detail and accuracy
- The ability to work as part of a team as well as independently and flexibly when required
- The ability to prioritise and work across multiple projects
- Creative skills for contributing new and innovative ideas
- The ability to work well under pressure and meet deadlines
- Knowledge of existing and emerging social media platforms
- Excellent IT skills
- GCSE Maths and English C or above

DETAILS

Hours: Full time 37.5 hours (flexible hours between 8am – 6pm).

Office Address: Unit C1, The Bartonfields Centre, Church Broughton, Derbyshire DE65 5AP

Salary: £14,000-£16,000 per annum

To apply, please send your covering letter and CV to hello@macmartin.co.uk