Job Title: **Content Marketing Apprentice**

Reports to: Web & Digital Marketing Manager

Direct Reports: None

**Overall Responsibilities**

* **To be responsible for the timely delivery, quality and relevance of digital and social media content to support the marketing plans of the Bedford College Group**
  + Monitoring activity across all social media platforms and reporting on performance
  + Working closely with other team members of the marketing team to ensure timely publication of content across web, digital and social channels to support marketing campaigns
  + Develop and maintain a content calendar to ensure the timely publication of relevant content across web, digital and social channels and implement using a range of content methods including photography, video and blogs.
  + Create and amend graphic content under the direction of the Graphic Designer to support social and digital media activities
* **To assist the Web & Digital Marketing Manager to maintain, update and optimise the various websites within The Bedford College Group.** 
  + Be the first point of contact for all queries and updates relating to all websites within the Group
  + Conducting keyword research to find out how the websites are performing compared to competitors
  + Update course and supporting content on websites in a timely manner to ensure that current information is available for all products.

* **To monitor the performance of the College’s group of websites and social media accounts and prepare reports to enhance the performance against KPIs**
  + Use web analytic software to monitor the performance of websites with the Group
  + Update monthly KPI scorecards with data relating to website and social media performance
  + Working with the Web & Digital Marketing Manager to identify pages which are not performing within websites across the group
  + Monitoring social media accounts to ensure queries are responded to in a timely and appropriate manner in accordance with College policy.
* **To keep up to date with social media and digital trends to ensure that content published is current, interesting and relevant to identified target markets**
  + Monitor trends in social media tools, applications, channels, design, measurement and strategy
  + Attend webinars and conferences to keep up to date with industry trends including communication with young adults
  + Monitoring relevant social media accounts including competitors and other market leaders targeting similar customer profiles
* **To raise and enhance the profile of The Bedford College Group by increasing the number of web users and social media followers and level of interaction and engagement on social media channels** 
  + Working with the Web & Digital Marketing Manager to provide timely social media posts and web content updates
  + Managing online reviews and responding
  + Develop and expand community outreach by identifying key influencers and relevant local community group accounts and engaging with
* **To be an active member of the marketing team** 
  + Participate in events run by the Group, such as Open Days and Achievements Ceremonies (that will take place occasionally on evenings and weekends) as and when required.
* **To carry out any other associated administration duties at the request of the line manager including but not limited to:** 
  + Allocation of credit card charges to appropriate campaign codes to enable timely expenditure tracking and reporting
  + Updating contact preferences on relevant databases in accordance with requests from contacts to ensure compliance with GDPR

**Statutory duties**

**Safeguarding**

* To be responsible for the promoting and safeguarding the welfare of children, young people and vulnerable adults and for raising any concerns in line with College policies and procedures

**Equality & Diversity**

* To be responsible for promoting equality and diversity in line with College policy and procedures

**Health & Safety**

* To be responsible for following health and safety requirements in line with College policy and procedures

**Training & Development**

* To participate proactively in training and development including qualification development required in the job role.

**Person Specification**

**Qualifications / Training**

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| --- | --- |
| Essential | Desirable |
| * 5 GCSEs at Level 4 and above (grade A-C) including English and Maths, or equivalent * 3 A-Levels at Grade D and above, preferably including English or a Level 3 qualification in a related subject | * IT Level 2 or equivalent |

**Knowledge / Experience**

|  |  |
| --- | --- |
| Essential | Desirable |
| * Understanding of web design and digital marketing * Confident in using computers and the internet * Ability to write clearly and accurately in English * Good questioning skills * Attention to detail * An enthusiasm for using the internet to drive business * Experience in using a range of social media | * Experience in working in a customer focussed environment * Experience of working effectively with people from diverse backgrounds * Experience of using Google Analytics * Knowledge of using CMS systems to manage web pages * Knowledge of inDesign and the ability to create and amend smaller scale graphic files |

**Skills / abilities**

|  |  |
| --- | --- |
| Essential | Desirable |
| * A passion for all things digital * Strong written skills and an eye for details * Ability to think creatively and contribute to new and innovative ideas * Ability to work in line with our values of Customer Focus, High Performance, Respect, Openness and Honesty * Ability to communicate information and ideas in written, visual and video format * Ability to follow processes and procedures * Ability to make a positive contribution to the team, valuing and respecting others expertise and contribution. * Ability to promote our excellent reputation and carry out business appropriately and professional at all times * Ability to communicate effectively and confidently face to face and the telephone or in writing * Ability to work well under pressure * A positive attitude | * Basic video editing knowledge |

**Special requirements**

|  |  |
| --- | --- |
| Essential | Desirable |
| * Responsibility for promoting safeguarding and welfare of children, young people and vulnerable adults and for raining any concerns * Ability to form and maintain appropriate relationships and personal boundaries with child, young people and vulnerable adults * Willingness to continuously update skills and knowledge * Flexible approach to working and working times, including evenings and weekends when required * Willingness to travel to and work at all locations where we provide a service * Awareness of health and safety requirements of the job |  |