

Going Places Ltd.



JOB REFERENCE:	123-SJS10021
JOB TITLE:	DIGITAL MARKETING/SOCIAL MEDIA APPRENTICE
EMPLOYER:	GOING PLACES LTD
LOCATION:	SALISBURY
SALARY:	£15,000 pa
WORKING HOURS:	9.00am – 5.30pm (Mon – Fri)

DESCRIPTION

Digital marketing involves the promotion of products and services through a variety of digital channels, using the internet and mobile technology. Push and pull marketing techniques are applied, targeting consumers both directly and indirectly.

In the role of digital marketer, you'll be involved in developing an organisation's multi-channel communication strategies and may work across several areas, or specialise in a few, depending on the size and requirements of your employer.

This is an opportunity for the right person towards a nationally recognised qualification in Digital Marketing.

DUTIES TO INCLUDE

- create and upload copy and images for the organisation's website
- research new online media opportunities that may benefit the business including mobile, social media, development of blogs and forums
- assist with the design of website banners
- contribute to social media engagement and brand awareness campaigns
- use web analytics software to monitor the performance of client websites and make recommendations for improvement
- contribute to company and industry blogs and manage e-communications
- assist with paid media, including liaising with digital advertising agencies
- keep up to date with current digital trends

SKILLS REQUIRED

- technical skills and the ability to keep up with technological developments and trends
- creativity
- problem-solving skills
- research and analytical skills
- enthusiasm and a flexible attitude
- excellent written communication skills
- the ability to work well in a team
- organisational skills.

PERSONAL QUALITIES

An enthusiastic and professional attitude and commitment to learning new skills

QUALIFICATIONS REQUIRED

Five GCSEs Grade 9 – 4, or equivalent, Maths, English and IT

Please send your CV, Application Form and a covering letter to:

Mrs Chloe Newton
Going Places Ltd
37 Guild Street
London
EC3R 9EH

Quoting Job Reference.