

Role Description - Digital Marketing Apprentice

Full time 9-5 Monday to Friday

Salary: TBC

Initial 2 weeks trial followed by 3-month probationary period.

Report to Sales Director

Key Tasks:

Create and update offers, news, testimonials, and variable content on TYSONCOOPER websites as required.

Create and programme social media posts – following outline/briefs provided by sales director.

Create and edit videos and picture content for use with TYSONCOOPER websites and social media activities.

Create and design email marketing campaigns using mailchimp and/or other e-marketing platforms.

Create and update CRM templates as required.

Create email signatures/promotion banners as required.

Create marketing assets for partner activity as requested by sales director – working to quality and timescale guidelines.

Create PR posts for local press and online media.

Review TYSONCOOPER customer feedback forms [hard copy and online] load appropriate comments/testimonials to web platforms and refer comments to sales director as required.

Liaise with external marketing teams/agencies for technical guidance/deadlines etc.

Collate analytics/social media reports as requested by Sales Director.

Person Description

We are looking for an individual who is keen to forge a career in marketing and in particular the digital space, no previous marketing experience is required but an interest in automotive would be useful.

Individuals should be able to demonstrate a flair for design and attention to detail and be prepared to work to tight strict deadlines.

The individual should be able to demonstrate strong design, written and computer skills with good GCSE grades at Maths and English – knowledge and experience of Social Media, Adobe Creative, Microsoft Word, Excel and PowerPoint would be useful but not essential as training will be provided.

Individuals should be keen to learn, work well in a team but with the discipline to remain self-motivated when working unsupervised.

Whilst initially an apprentice position this is a great opportunity for future career progression within a growing company for the right candidate.

A full UK driving licence would be preferred but not essential.

Please note the office is in a rural location and not especially well served by public transport.