

Unit 16,
Sandy Lane,
Martlesham,
Woodbridge
IP12 4SD

<https://www.uheat.co.uk/>

Job Title **Apprentice Marketing Assistant (Level 3)**
<https://www.instituteforapprenticeships.org/apprenticeship-standards/marketing-assistant-v1-0>

Company Overview

Uheat specialises in the supply of underfloor heating systems, frost protection and related products for industrial, commercial and domestic applications. From its inception in 2003 the company ethos has been to offer exemplary customer service coupled with a wide range of products that meet or exceed the companies demands for exceptional quality and value.

Uheat is a trading style of the long established, family owned and managed Pedarson Ltd (the Pedarson Group).

Role Overview

A fantastic opportunity for an apprentice to be involved in helping to manage our online ecommerce channels, including the creation of engaging content for our websites and product listings, whilst assisting with marketing and other exciting projects.

Job Description

This is a fixed term position from the commencement of the apprenticeship until completion of the apprenticeship qualification which is expected to be in the region of 18 months in total.

The role is based on 40 hours a week, including study time to complete the mandatory Off the Job Training study time within those hours to complete the **Marketing Assistant Level 3 Apprenticeship** <https://www.instituteforapprenticeships.org/apprenticeship-standards/marketing-assistant-v1-0>

Key Duties

- Create and edit content for our online digital marketing channels.
- Publish editorial, creative and video content via our social media channels or video sharing platforms, e.g YouTube, Instagram, Facebook.
- Monitor and evaluate marketing delivery effectiveness by producing and interpreting reports from one or more marketing tools or systems, e.g. marketing automation report; social media monitoring report; analytics and metrics reports, budget tracker.
- Contribute to the planning, delivery or evaluation of marketing activity through creation of written planning and evaluation documents and presentations, e.g. marketing campaign results, market and customer intelligence research, update marketing plan.

- Use content management software to publish and refresh effective online content to engage with different customer segments.
- Use appropriate primary and secondary research methods including survey tools and desktop research to gather marketing insight or evaluation, and inform marketing decisions, planning and delivery.
- Efficiently and effectively source creative assets (photographs, graphically designed creative, video content) for the production of marketing communication collateral in-line with regulations and legislation.

Desired Skills

- Bright, enthusiastic and hardworking with a desire to learn.
- Basic working knowledge of Microsoft Office, including Word and Excel.
- Creatively minded.
- Strong communication skills and the ability to build excellent relationships with all customers, team members and management.
- Tenacity and positivity with a strong drive to succeed.
- Experience with Adobe Suite and Video Editing would be advantageous.

Desired Personal Qualities

A team player with a positive attitude who is trustworthy, methodical and dependable. A self-motivated individual looking to increase their knowledge base and engage with all areas of the business.

Qualification's

- GCSE at Grade 4 or above in Maths and English
- Desirable ICT qualification and/or knowledge of Microsoft, Outlook

Entry onto the apprenticeship is subject to a initial assessment to establish course suitability. Ideally applicants should have at least 4 GCSEs including English and Maths at grades 9- 4.

Reward

- **Salary** Minimum of £4.81 per hour National Apprenticeship Minimum wage
- **Holiday** 28-day holiday per year including Bank and Public Holidays

Benefits

- Company uniform
- Free parking
- Free tea and coffee
- Free Fish and Chips every Friday
- Brand new modern office with underfloor heating and air conditioning

To apply for this role, please register your interest by emailing your CV and accompanying letter to: apprenticeships@suffolk.gov.uk