



Ethical | Quality | Innovative | Trusted

Job title: Marketing Apprentice – Level 4

Ipswich | 37 Hours per week | £12,991

Job description

As part of the role, you will have the opportunity to complete a Level 4 apprenticeship Marketing Executive qualification.

Company Overview

Ipserv is the commercial arm of Ipswich Borough Council and operates with a passion for providing customers with high quality, ethical business services tailored to their needs. Our company values are at the core of what we do, they represent not only who we are but who we are at our best. By living our values, we can actively deliver Ethical, Innovative, Trusted and Quality business services in Ipswich and Suffolk.

Our sector-specific expertise and facilities management knowledge allows us to work across industries, offering creative solutions and customer experiences that provide exceptional service and value for money.

We strive to put forward market leading propositions, backed up by high quality reliable business services to ensure that we offer compelling, innovative, and comprehensive solutions.

We work tirelessly to create improved and better environments in places where people live and work, using sustainable technologies and natural assets where possible.

Role Overview

The Marketing Apprentice will be based within the Marketing & Communications team assisting in the marketing and communications of Ipswich Borough Council services and the services of its Group Companies.

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 24 months in total.

The role is based on 37 hours a week, including study time to complete the mandatory 6 hours Off the Job Training study time within those hours to complete the Level 4 Apprenticeship Marketing.

Key communications and working relationships.

- Head of Marketing and Communications
- Marketing Business Partners
- Digital and Social Media Marketing Manager
- Digital and Social Media Marketing Assistant
- Marketing Assistant x 2

Key Duties

- Provide website content support – including copy writing, refreshing images and videos.
- Assist with the implementation of the social media content across multiple channels
- Capture images for use across various brands, and social media platforms.
- Support the marketing and communications team by writing and contributing to newsletters, blogs, and website content.
- Assist with the organisation of, and provide support at, PR events including launches and photo opportunities
- Proofread marketing materials to ensure accuracy
- Raise purchase orders for marketing and communications expenditure
- Obtain advertising quotes, negotiate price, and place booking
- Attend marketing planning and implementation meetings as required
- Monitor the marketing and communication inboxes
- Provide administrative support to the team as required
- Perform other duties as reasonably required by the Head of Marketing and Communications.

Desired Skills

- Strong communication skills and the ability to build excellent relationships
- Self-starter and driven to deliver results
- Knowledge of traditional, digital marketing and content marketing
- Good attention to detail
- Ability to work collaboratively
- Ability to organise and prioritise own workload
- Experience with Microsoft Word, Excel and Outlook

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

Mandatory:

- GCSE at Grade 4-9 or above in Maths and English
- Degree in related field of study or 2 years of relevant marketing experience (Marketing specific degrees cannot be excepted for this role)

Desirable:

- ICT qualification and/or knowledge of Microsoft, Outlook

Entry onto the apprenticeship is subject to an initial assessment to establish course suitability.

Reward

- Salary £12,991
- Holiday 26 days holiday per year including Bank and Public Holidays

Benefits

- Employee Assistant Programme



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- Flexible and Hybrid working
- Public transport discounts
- Cycle purchase scheme
- Subsidised parking
- Free tea and coffee, when in the office
- Career average pension scheme
- Mental Health First Aiders
- Generous Holiday and sick pay entitlements
- Free swimming
- Coaching and Mentoring
- Opportunity to work with great colleagues