



Digital Marketing Apprentice

Salary £18,000 to £22,000 (depending on experience) FTE (40 hours)

Lighthouse (Training and Development) Ltd are currently looking to recruit a full time Digital Marketing Apprentice to join our sales and marketing team based in our Melton office, Suffolk.

As specialists in high quality leadership and management training, we are passionate about providing and delivering outstanding people development for our clients.

We would like our successful Digital Marketing Apprentice to become a key member of our friendly, ambitious marketing team, with a real opportunity for career progression after completing the apprenticeship.

Lighthouse are committed to your professional development and have partnered with Multiverse to offer you this apprenticeship alongside your role. This apprenticeship covers everything from Growth Hacking to SEO. You will gain:

- Google Analytics IQ Qualification
- KM1 – Coding exam
- KM2 exam – Principals of digital marketing programme

The programme will also cover two bootcamps in front-end web development. You will become an expert in paid and organic social media campaigns, search marketing (google Ads), email marketing and CRM marketing, and content marketing. You will be connected with an ex-industry, expert coach to ensure success. On completion, you will be to become an Affiliate (professional) member of the CIM.

A typical day

- Assist the team with updates to a number of websites and online blogs
- Support in sharing online content using social media channels including Twitter, LinkedIn, Facebook and Instagram
- Using Google Analytics to report on digital performance and traffic
- Assist with filming and photography tasks. Maintaining team and brand photos ensuring they are updated on the appropriate systems
- Involvement in electronic mailings using email and database communications
- Working across multiple teams that deliver world-class marketing in campaigns, product marketing, customer marketing, executive programs, account-based marketing, events and more
- Assisting with junior web and graphic design tasks, including regular updates to existing marketing materials, brochures design, logo design
- Learning the role of a digital marketing professional



Skills needed

- A keen interest in digital technology
- Ability to work independently and as part of a team
- Excellent attention to detail
- Adaptable and flexible approach
- Proactive and takes initiative
- Creative, yet analytical ability

Some work experience preferred.

This is an office-based position, located opposite Melton train station, Woodbridge. Car parking on site.

We are a rapidly growing organisation with lots of opportunities for development. If you feel you have the relevant skills and work ethic to learn and would like to join our fantastic team, please apply by forwarding an up-to-date CV as soon as possible.

We look forward to hearing from you.



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