

# DIGITAL MARKETER APPRENTICESHIP

## Level 3

### About the role

As our digital marketer, you'll be the voice of Brightbox while sharing our vision to improve access to opportunity through our services supporting library groups. You will promote the organisation on social media, through newsletters and emails and create content for our blog, social channels and flyers for events.

You'll analyse the effectiveness of these marketing methods and adjust our marketing plan based on the evidence. You will be the first point of contact with potential clients raise questions or book our services and learn how to work across the team to assist partners and community members.

### The details

#### Weekly wage

£297 (paid monthly)

#### Working week

Flexible working with Tuesday, 10 am – 3 pm required

Occasional weekends may be required

Total hours per week: 30

#### Expected duration

18 months

#### Possible start date

07 February 2022

### Location

Flexible working

You can work from home or from our co-working space at:

DMC 01

County Way

Barnsley

S70 2JW

### Apprenticeship Level

Level 3 (A level)

### Positions available

1

### Reference number

xyz

We'd love to hear from applicants that represent the communities we work with and welcome applications from young people, Black, Asian or minority ethnic persons, marginalised genders, and people who have a disability, impairment or learning difference. We are an employer that values lived experience at all levels of our organisation.

If you would like to discuss alternative application and interview formats, or any support you need, please get in touch with Kisha at [careers@brightboxmakerspace.com](mailto:careers@brightboxmakerspace.com)



## Responsible for:

- Creating and posting updates on the company's social media channels
- Seeking potential leads and connecting with them on social media
- Reviewing social media channels for industry and customer information and feeding back finding to the team
- Creating images and videos for use in all forms of marketing material, filing and managing these and sharing them with customers. Working with external creators as required.
- Creating and editing images, videos and content using Canva Pro
- Compiling reports from Google analytics, Google adwords and social media analytics on a regular basis to inform future marketing plans
- Managing subscribers, creating and sending newsletters and analysis of results. Creating reports based on newsletter activity to share with team
- Update content and imagery as required, testing functionality and reporting on any issues for our website
- Understanding the CRM system (Hubspot and AirTable) to support the wider team in its use
- Creating literature to brand guidelines using templates
- Assisting in the organisation of events including managing bookings and enquiries and communicating requests to the team
- Create inclusive marketing plans to ensure community built and attendees at events facilitate an inclusive environment
- Work in a safe and anti-racist manner to ensure the safety and inclusion of self and others and highlight any issues with your line manager
- Comply with processes and procedures to ensure that the company achieves its goal to continually improve

Apprentices must also show commitment to the following:

- To achieve apprenticeship framework (Functional Skills, NVQ and Technical Certificate) within the specified time frame
- Attend the apprenticeship induction programme
- Attend all the training sessions for the programme whenever necessary
- Undertake any other required development work as part of the apprenticeship programme as requested
- Any other duties as deemed appropriate by senior staff

Apprenticeships start throughout the year and are open to any age of candidate.

- It is important that qualifications are listed on your application no matter the grade, as your application is sifted and sent to the employer based on meeting the Employer's Vacancy Criteria
- Please log into NAS (National Apprenticeship Service) on a regular basis and look at the "Read the Feedback" section against each individual application

## Requirements and prospects

### Desired skills

- Good level of IT skills
- Confident writing and communicating
- Must be able to organise and prioritise workload and to work within deadlines
- Experience creating photographic and video material (your own social media counts!)
- Understanding of social media platforms

### Personal qualities:

- Lived experience



- An understanding of systemic racism in accessing careers for Black and Brown people
- An understanding of barriers faced by women, marginalised genders and people from working class backgrounds when accessing careers
- In interest or passion for social mobility and social justice
- Ability to work independently and use initiative to self-teach as required
- Comfortable communicating and working in a team
- Inquisitive and drive to learn from people

## What you can expect from Brightbox:

- Onboarding process to learn about our programmes, partners, software tools and get to know the team. This will be a 6-month onboarding process working alongside our Makers-in-Residence in communities. [Learn more here.](#)
- A laptop and reasonable working from home equipment as required
- 30 days holiday pro rata and including bank holidays
- Auto enrol pension through NEST if you are eligible
- Monthly one-to-ones with your line manager
- Access to a digital marketing mentor and training in addition to your apprenticeship training

## Interested? Here's how to apply:

Optional information session to ask all your questions:

- [5 January, 2:00 – 2:30 PM](#)
- [11 January, 6:00 – 6:30 PM](#)

To apply, [click here to complete the application form](#). The deadline for applying is 19 January at 10 am.

Interviews will be held on the 27<sup>th</sup> and 28<sup>th</sup> of January. If these times do not work for you, we're flexible and can organise another time that suites.

We'll follow up on all applications. A decision will be made by the 31<sup>st</sup> of January 2022.

We offer feedback to all applicants after a recruitment decision has been made. If you would like feedback, please respond to the decision email.

## Equal Opportunity Statement

At Bright Box, we believe in embracing diversity in all its forms and creating an inclusive workplace for all people to thrive. This is integral to our mission to create inclusive learning opportunities for everyone. It is important to us that our programmes are accessible. Please let us know if you would like to submit your application in a different format by contacting Kisha at [careers@brightboxmakerspace.com](mailto:careers@brightboxmakerspace.com).

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# Who we are

## Our Vision

Imagine a world where people of all genders and from Black, Brown and working-class communities are included in decision making. A future where lived experience is valued, and power is not given to individuals but is shared by communities through resources and equitable opportunity. That's our vision. And we believe creating makerspaces in every community can take us there.

## What we do:

We create community-led makerspaces - places where communities can meet role models, access technology and learning resources and can make informed decisions about career opportunities.

## How we do it:

We work alongside community and public services to design makerspaces where people can access role models and co-design programmes to support aspirations.

## Our Values

### Inclusive

Everyone deserves access to role models and career opportunities, no matter their gender, race, or background. We value lived experience

and make sure that everyone has a voice in everything we do.

### Playful

We take risks, make bold decisions, and have fun doing it. There's no question too silly for us. We're human first and should enjoy what we do.

### Transparent

We openly share our challenges, barriers, successes, and failures. Everyone makes mistakes, and when that happens, we share our learning and make sure we do it better next time. For co-creation to work, everyone involved needs to be open and honest.

### Everyone is a learner

We're all learners and educators. Everyone has something to contribute; expertise and experience that should be valued.

### Integrity

We hold tight to our values, while still creating and welcoming discussion to help us improve our understanding and become better.

When communicating, be guided by the Brightbox brand, messaging, media channels and outreach plan.

