



## **Vacancy**

<b>Job Title:</b>	Social and Digital Media Apprentice
<b>Department:</b>	Wolves Community Trust
<b>Reporting to:</b>	WCT Administration & HR
<b>Closing date:</b>	17 <sup>th</sup> August 2017 – 5pm
<b>Interviews:</b>	23 <sup>rd</sup> August 2017
<b>Salary range:</b>	National Minimum Apprenticeship wage

### **ROLE**

We are seeking an enthusiastic and self-motivated individual who has a passion for social media and online marketing. The successful applicant will be responsible for supporting WCT's social media and marketing activities on a day to day basis.

The apprentice will be required to undertake a training programme working towards the Level 3 Award in Digital Marketing (City and Guilds) and complete Functional Skills qualifications (if required in Maths and English). Full training and support will be provided.

### **PLACE OF WORK**

- Molineux Stadium.
- You may be required to undertake travel as is necessary to fulfil your job requirements and to the satisfaction of WCT.

### **HOURS OF WORK**

The apprenticeship will involve 4 days per week in the office with 1 day per week spent training under the guidance of our experienced and qualified workforce. The apprenticeship lasts for 18 months.

### **ROLE DUTIES**

1. Responsible for generating awareness and increasing the reach of the company using social media and digital marketing.
2. To maintain the reputation of the company using our social media channels
3. To co-ordinate and provide digital marketing support to our sports programmes including;
  - Create content and post regularly on social media channels (Twitter, Facebook, You Tube, Website).
  - Capture digital media from both calendared and ad hoc events and organise this in the media repository, where necessary uploading to our social media platforms



- Attract new customers/clients through our promotional marketing campaigns
- To assist in updating and maintaining the WCT website
- Edit video and produce content for our website.
- Help to supporting with planning and implementing marketing campaigns
- Measure the ongoing effectiveness of various campaigns and implementing improvements
- Using design software, produce marketing material to inform customers of our key services.
- To support with the company events where required.

4. To undertake appropriate training and development opportunities.

5. To undertake such other duties as may be appropriate to achieve the objectives of the post, and to assist the division in the fulfilment of its overall objectives, commensurate with the post holders contract.

Skills / Qualities / Experience	Essential	Desirable
English, Maths, ICT at grade C or above		X
Hold a track record of high attendance and punctuality	X	
Hold a qualification in ICT		X
Have broad understanding and practical application of social and digital media	X	
Experience and understanding of technology including Microsoft Office	X	
Good communication and interpersonal skills	X	
Keen to learn and has the confidence to ask questions	X	
Ability to work to deadlines and prioritise work	X	
Good problem solver who has the ability to use their initiative to find solutions		X
Ability to be flexible and adapt to changing workloads	X	
Ability to work independently and as part of a team	X	
Ability to answer, speak confidently and take messages on the phone		
Knowledge and understanding: Technology Skills, Content Writing, Graphic Design, Campaign Execution, Teamwork, Self-Motivation, Strong Communication Skills, Networking, Idea Presentation, SEO and PPC, Proofreading, Strong Customer-Service Skills, Enthusiasm, Detail-Oriented, Collaboration		X
To be committed to completing the Apprenticeship	X	
To have a commitment to take responsibility for self-development	X	
To have a positive 'can do' attitude	X	
To be reliable	X	



**Wolves  
Community  
Trust**



For any further information please contact Laura Cowley on 01902 828366

To formally apply, please complete the application pack and submit to:

Laura Cowley,  
Wolves Community Trust,  
Molineux Stadium,  
Waterloo Road,  
Wolverhampton,  
WV1 4QR

Or by email to [lauracowley@wolvescommunitytrust.org.uk](mailto:lauracowley@wolvescommunitytrust.org.uk)