
Marketing Administrator Apprentice

An exciting opportunity has arisen for an Apprentice to join our team of dedicated Marketing professionals. The successful candidate will provide all round administrative support to the Marketing team. This includes working closely with the Marketing Manager, Creative Designer, Website Developer and Vendor Managers, giving the individual the chance to learn from over 30 years of combined experience across the technology sector.

The purpose of the role is to support and learn from the Marketing team on aspects such as management of the social media channels, emails and website engagements, event planning as well as helping to grow and develop our digital footprint with innovative ideas and solutions. This is a great opportunity for someone who is at the start of their Marketing career and is looking to grow and develop a future within the Marketing environment. This Apprenticeship will allow you the exposure to how a Marketing team operate on a day to day basis with general administration duties as well as the opportunity to work closely with the account teams to learn about delivery of campaigns. You will be fortunate enough to work closely with our vendor partners including Apple, HP, Adobe, Microsoft and Google on nationwide Marketing support.

The Marketing team is responsible for promotion, press, events, online management and website development within the Academia Group and the successful candidate will be involved in all these areas.

The Marketing Administrator will be trained and provide support in the following areas during the Apprenticeship programme:

- Digital Marketing
- SEO analysis and reporting
- UX design and analysis
- Social media management
- Online reputation management
- Vendor relationship management
- Event Planning and Production
- Telemarketing Support
- Front End Development support
- Creative Design
- Content Creation
- Merchandise stock picking
- Administration assistance and support

No previous formal Marketing or administration experience is required for this Apprentice. This role would suit an individual who is keen to develop their administration skills and looking for a stepping stone into the Marketing industry. The successful candidate will have a good level of basic IT skills including Microsoft Word and Outlook, effective communication skills, strong attention to detail and a passion to learn.