

One
Organisation

One Team

Changing
Lives

CXK
inspiring people to thrive

Digital Marketing Apprentice

Salary: £11,544 pro rata

Location: Ashford, Kent

Contract: Fixed-Term, Full or Part-Time (min. 4 days/week)

Reports to: Marketing Manager

Job Purpose:

To support the central marketing team with the delivery of digital marketing activity across a range of contracts, whilst studying for the Level 3 Diploma in Digital Marketing.

Main duties and responsibilities:

- Handling day-to-day marketing enquiries.
- Auditing and updating website and Intranet content.
- Manage all social media accounts - planning and uploading content, contributing to content ideas and design, and working to optimise the reach and engagement of social media content.
- Create high-quality artwork such as leaflets, posters, digital banners, social media visuals that aligns with relevant Brand Guidelines.
- Collecting and analysing data using tools such as Google Analytics, Hootsuite and SEM Rush
- Developing an understanding of SEO (Search Engine Optimisation) techniques and supporting the marketing team with data and insight to improve website performance.
- Developing an understanding of PPC (Pay-Per-Click) advertising. Reviewing monthly performance of GoogleAds activity and working with the marketing team to implement/maintain effective PPC campaigns.
- Produce a range of digital communications to agreed schedules including e-bulletins, online events and online surveys.
- Provide monthly analytics reports on the performance of digital communications.

All appointees will be subject to an enhanced DBS Check.

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Person Specification

	Essential	Desirable
Qualifications and Training		
Maths and English GCSE grade C or above (or equivalent)	X	
A commitment to undertake all necessary training for the role	X	
Knowledge and Experience		
Experience of Microsoft products and ability to use them effectively, including Teams, Outlook, Excel, Word and PowerPoint	X	
Experience of Adobe Creative Cloud applications		X
Video filming and editing experience		X
Personal Skills and Attributes		
High level of organisational skills, efficient and results orientated with good time management.	X	
Ability to work constructively as part of a team and independently. Creative and driven. Can display innovation .	X	
Ability to build effective and professional relationships with partner agencies and organisations. Transparent and personable. Confident and passionate about inspiring people.	X	
Trustworthy and honest . Can be relied upon to work with integrity to support the wider team's success.	X	

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Excellent interpersonal and communication skills, able to build effective relationships with a wide variety of people		
Ability to effectively evaluate own performance in light of feedback	X	
Flexible and adaptable	X	
Other		
Full driving licence and use of a vehicle		X
No criminal convictions that would affect the ability to work with children and young people. Appointment subject to an enhanced DBS check.	X	

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