

## *Assisi Catholic Trust*

*Kenilworth Gardens, Westcliff on Sea, Essex, SS0 0BW  
www.assisicatholictrust.com*

### **Job Description – Digital Marketing Apprentice**

Job Title:	Digital Marketing Apprentice
Responsible to:	Trust CAO
Salary Grade Range:	Apprenticeship rate followed by national minimum wage for age following one year service
Hours of Work	Monday to Friday from 8am to 4pm (with 30 minutes unpaid lunch break each day). One day per week released for course requirements.
Weeks Worked:	Term time including INSET days plus two weeks in the holidays
Responsible for:	N/A
Purpose:	<p>To assist with the marketing of the trust by designing, implementing, and monitoring campaigns across various platforms, while also learning about marketing strategies and analytics, all while gaining valuable experience in the education sector.</p> <p>To successfully complete relevant apprenticeship course arranged by the Colchester Institute.</p>
Duties and responsibilities:	<ul style="list-style-type: none"> <li>• <b>Campaign Development:</b> Assist in the creation and implementation of marketing campaigns across various channels (e.g., social media, email, website,) to promote the Academy Trust and its schools.</li> <li>• <b>Content Creation:</b> Contribute to the development of engaging and informative content for different platforms, including social media posts, email newsletters, website updates, and promotional materials.</li> <li>• <b>Data Analysis and Reporting:</b> Analysing campaign performance, identifying trends, and generating reports to measure the effectiveness of marketing efforts.</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>Platform Management:</b> Gain experience in managing and updating various marketing platforms and tools, including social media channels, email marketing software, and website content management systems.</li> <li>• <b>Stakeholder Communication:</b> Collaborate with internal teams (e.g., Teaching and support staff) and external stakeholders (e.g., parents &amp; community ) to ensure consistent messaging and effective communication.</li> <li>• <b>Market Research:</b> Contribute to market research activities to understand the target audience, identify trends, and inform marketing strategies.</li> <li>• <b>SEO and SEM:</b> Learn about search engine optimization (SEO) and search engine marketing (SEM) best practices to improve the visibility of the Academy Trust online</li> </ul>
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