



*'Start doing what's necessary
then do what's possible
and suddenly you are doing the impossible'*

Assisi Catholic Trust

Kenilworth Gardens, Westcliff on Sea, Essex, SS0 0BW

www.assisicatholictrust.com

Person Specification – Digital Marketing Apprentice

Qualifications:	<p>GCSE English and Maths (grade A*-C/9-4)</p> <p>A valid UK driving licence as you be travelling to various schools across the trust.</p> <p>Media or Creative Media (grade Pass) (desirable)</p>
Experience:	<p>Relevant industry experience will be an advantage, but is not essential.</p>
Skills and Knowledge:	<ul style="list-style-type: none">• Communication Skills: Excellent written and verbal communication skills are essential for interacting with internal and external stakeholders.• Digital Marketing Knowledge: A basic understanding of digital marketing principles, including social media marketing, email marketing, and SEO/SEM.• Content Creation Skills: Ability to take, edit, and manipulate high-quality photographs for use in marketing materials across various platforms. This includes capturing images at school events or around the Trust school sites, editing them using tools like Adobe Photoshop or Canva, and optimizing them for use on social media, websites, newsletters, and printed collateral to ensure visual consistency and appeal.• Data Analysis Skills: Ability to analyse data, identify trends, and generate reports to measure the effectiveness of marketing efforts.• Problem-Solving Skills: Ability to identify and resolve issues that may arise during the implementation of marketing campaigns.• Teamwork Skills: Ability to work effectively as part of a team and collaborate with the IT Department .• Organizational Skills: Ability to manage multiple tasks and prioritize workload effectively.