



Apprenticeship vacancies

Social Media and Digital Marketing in Business

Social Media and Digital Marketing in Business is a fundamental tool in how people find your business and more importantly in how your customers communicate on the Internet.

We'll help you examine how **social media culture** and **social networking** platforms are having a major impact on business communication, practices and processes. How can these social tools be utilised, how can you employ strategies within your company to increase profitability, sustain reputation and empower your customers and employees to be brand ambassadors for your products.

Social Media in Business (or SMiB) is an agile and progressive Web 2.0 style consultancy. We'll provide you with an outstanding, exciting, far-reaching and in-depth educational experience utilising social media experts who are experts in the true sense of the word, with proven track records of social media application in a business capacity.

If you are seeking social media solutions, aiming to increase on-line presence and revenue, looking for key strategic business insights, pick up the phone and call us, we can come to you and put together a free business report!

- **1 Billion Strong on Facebook.**
- **Over 50% of the world's population is under30 Years Old!**
- **Social Media has become the #1 activity on the web.**

SMARTT North East are now recruiting with immediate starts.

We are looking for an outgoing and motivated individual hoping to start an exciting and rewarding career as a Digital Marketing Apprentice.

If you are ambitious, creative, have a genuine passion for IT and you are looking for opportunities that can take you anywhere in the world, then this could be a perfect start to your career!

An Apprenticeship Programme is a fantastic combination of academic learning combined with practical application giving you the capability to work within the IT Sector, one of the fastest growing employment sectors in the country.

Main Duties of the post:

- Working effectively within the Sales and Marketing team to deliver support activities
- Interacting effectively with other departments including those responsible for client service delivery to ensure our core agency services are executed successfully.
- Developing and managing timetables and deadlines as part of the execution of the company marketing plan
 - Assisting with the delivery of social media activity through LinkedIn and Google+
 - Assisting with the production of weekly, monthly and quarterly status reports for internal marketing and board meetings

- Deliver administration support for the sales and marketing team
- Assisting with the development of strong relationships with clients and partners/suppliers through the delivery of a strategic contact plan
- Assisting with the management of The company's own digital marketing events and delivery of associated plans
- Assisting with the management of The company internal marketing databases
- Assisting with the management of The company's PR strategy
- Assisting when required with new business proposals
- Assisting with the management of The company's website and associated content updates
- Ensuring your personal knowledge about our business is up to date
- Responding to requests from managers and directors in an efficient and timely manner

Training will be provided in social media and software applications such as customer relationship management (CRM), in addition to e-marketing techniques such as email and online advertising campaigns.

If you are a school or college-leaver or even someone looking for a career change then this role is offering a starting salary of £5,226 p.a. with a further financial investment in training and development.

Upon completion of the apprenticeship we hope to progress you within our business as a fully qualified social and digital media assistant, moving onto a salary of around £14000 per annum with a host of additional benefits that will set you up for life. You will also have the opportunity to progress to a Level 4 Higher Apprenticeship (Foundation Degree Level) with no student debt!

They key attributes to success for this position are:

- Good communication skills
- A strong passion for IT, Creativity and Social Media
- The ability to use your own initiative
- Confident
- Good time keeping skills

Applicants MUST hold GCSE's in English and Maths at grade C or above, or Equivalent.

The role will become more technical as you develop your understanding and knowledge as a successful Digital Media apprentice, but we'll be there to support you through it.

Listed below are the qualifications that you will gain on completion of your apprenticeship:

- Level 3 Diploma in Social Media and Digital Marketing
- Level 3 Certificate in ICT Systems and Principles for Apprentices

What are you waiting for?

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