

JOB PROFILE

Job Title:	Marketing Apprentice
Service Area:	Careline
Grade:	1
Reporting Manager:	Marketing & Relationships Manager
Direct reports:	None

Job summary:

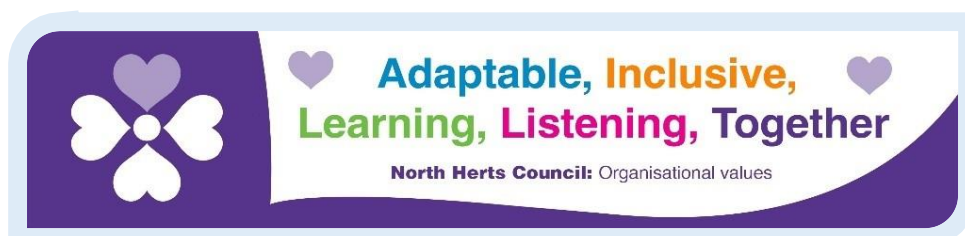
The Marketing Apprentice will support the Careline service by contributing to digital, event, PR, and social media activities. This role will assist in increasing the visibility of the service through targeted campaigns and promotional activities, helping to deliver the organisation's marketing strategy.

Key responsibilities:

- To assist in the creation and scheduling of content across various social media platforms (Facebook, Twitter, LinkedIn), ensuring brand consistency and engaging with the audience.
- To support the planning and execution of marketing campaigns, both online and offline, that promote Careline services to the public.
- To contribute to the organisation of events, from planning to logistics, while representing Herts Careline at local and national events.
- To assist with PR activities, including drafting press releases and liaising with media contacts to gain coverage for Careline's activities.
- To help maintain and update the Careline website and digital assets, ensuring that information is accurate and up to date.
- To analyse the performance of marketing campaigns and social media efforts using analytics tools, reporting on key metrics, and offering recommendations for improvement.
- To assist in the design and creation of promotional materials such as brochures, flyers, and online ads.
- To support internal communications by contributing to newsletters, email campaigns, and other communications strategies.
- Supporting and collating data from customer satisfaction surveys.
- To carry out administrative duties related to marketing, such as maintaining databases, coordinating with suppliers, and managing inventory of promotional materials.
- To learn and adhere to Careline's brand guidelines and marketing best practices.

Please follow this link to read your general responsibilities:

[General responsibilities for employees | North Herts Council \(north-herts.gov.uk\)](#)



Key Requirements:		Essential desirable
Qualifications:	Educated to GCSE standard or equivalent.	E
	Basic level certificates in Word and Excel.	D
Job related experience & knowledge:	Excellent keyboard skills and proficiency with Microsoft Office suite (Word, Excel, PowerPoint).	E
	Knowledge of marketing and social media platforms.	D
	Familiarity with content management systems and design software (e.g., Canva, Adobe).	D
Skills & attributes required for the role:	Confident in conversing in fluent English, which is sufficient to fulfil all aspects of the role.	E
	Good organisational and time-management skills.	E
	Ability to work independently and as part of a team.	E
	Creative mindset with an eye for design and content creation.	D
Other:	Experience of working as part of a team.	E

Essential requirements should be the minimum standard that is acceptable and without which, the applicant could not do the duties of the post. Posts are graded under the Korn Ferry Job Evaluation Scheme on the essential requirements only.

Signed.....

Date.....

