

## **DIGITAL MARKETING ASSISTANT / APPRENTICE**

We are searching for an ambitious and motivated Digital Marketing Assistant to join our growing team based in Birmingham. This is an excellent opportunity to start your career and develop your skillset within the region's most established digital agency.

With strong writing and communication skills, the ideal candidate will be enthusiastic, eager to learn and have a passion for all things digital marketing. In a fast-paced and evolving environment, you will play an important role in understanding target audiences and influencing their behaviour with powerful digital campaigns.

### **The Purpose of the Role**

Reporting directly to our Head of Marketing, you will support with the creation of campaigns across a variety of platforms. This includes:

- Creating, designing and scheduling regular content across social media platforms including LinkedIn, Twitter, Facebook, Instagram and TikTok.
- Producing content and digital marketing materials for landing pages, emails, ads, blog posts, and press releases.
- Supporting with the creation of copy for essential offline materials to support your wider digital campaigns, such as brochures and signage.
- Working on relevant on-page and off-page SEO strategies, including writing relevant meta-descriptions and titles, and building appropriate backlinks.
- Collaborating with the design team to create compelling visuals for digital campaigns.
- Assisting in the monitoring and reporting of performance and providing insights for optimisation.
- Participating in team meetings and strategy sessions to generate ideas for new initiatives.

### **Key Skills, Experience and Behaviours**

This is an entry-level role and so training will be completed internally. However, the ideal candidate should have a genuine interest in marketing and will have taken the time to develop their own skills. You should:

- Be a self-starter with a strong work ethic and a sense of initiative.
- Have knowledge and passion for digital marketing and a willingness to learn.
- Be flexible and adaptable with a proactive approach.
- Have good knowledge of social media networks.
- Have strong writing skills – a degree in English, Communications or similar would be preferred, but not essential.
- Show strong attention to detail and organisation skills.
- Proficient in Microsoft Office, including Excel and PowerPoint.

### **Working at Clevercherry**

We are an award-winning, independent and integrated agency that creates exceptional work. We continue to win exciting new business with several regional and national brands and have an amazing office that's well-positioned in central Birmingham.

The successful candidate will receive:

- Flexible and remote working - We promote a healthy work-life balance, offering all employees a hybrid approach and flexibility with working hours.
- Support with professional development - Be the best that you can be. We're keen on feeding the hunger of our employees, helping them to learn, grow and develop.
- A generous holiday allowance – Increasing with every year of service and an extended Christmas break.
- Company away days and team building - Once a year the whole team has an away overnight stay, heading to a special location for a company presentation update, team building activities, and dinner and drinks.
- A fully stocked drinks fridge, snacks and in-house bar – Offering employees the opportunity to relax and build relationships with their colleagues outside of structured work.
- A vibrant and active social calendar - Our Gas Street location puts us slap bang in the middle of town with amazing bars, top restaurants and exciting activities on our doorstep. It's no wonder we're always out and about together.
- A company Macbook Pro.