

Job Description **Marketing Apprentice**

Reporting to	Marketing Manager	Service Area	Central Services
Location	YMCA Sports & Community Centre, Redhill plus some home-working	Contract	Fixed term - 18 month apprenticeship / 35 hours per week
Salary Range	£16,000		

About us

YMCA East Surrey is a vibrant charity that has been actively supporting the local community since 1870. We help people to believe in themselves, support them to achieve their goals and inspire them to be the best they can be by providing services that focus on those who are vulnerable, have a disability or face disadvantage.

Our three core areas of work are:

- Children & Young People
- Housing
- Health & Wellbeing

Please visit our website for more information about YMCA East Surrey's work in the community.

<http://www.ymcaeast Surrey.org.uk/>

Job Purpose

As a Marketing Apprentice, you'll help us to drive engagement, build our online and offline community, and amplify our impact. This is a fantastic opportunity to develop a range of marketing skills within a supportive environment for a long-standing and well-respected charity.

In this role, you'll work towards your Level 3 Marketing Apprenticeship qualification, delivered by Baltic Apprenticeships. You will complete online training in real time, typically around 4 hours a week. In the final four months, you will complete an end-point assessment. The assessment includes a knowledge test, work-based project and presentation. You must have the right to work in the UK and valid residency status to apply for this apprenticeship.

Service Area

The Marketing Apprentice reports to the Marketing Manager and sits within Central Services. The role is based at the YMCA Sports & Community Centre in Redhill and the post holder will work collaboratively with the Graphic Designer and other YMCA East Surrey staff members.

Benefits

- Be part of a long-standing and well-respected charity
- Discounted childcare for permanent employees
- Gym membership and free access to all leisure facilities for permanent employees
- Eligibility for Blue Light Discount Retail Card
- Cycle to Work Scheme
- 5 weeks annual leave which increases after 2 years continuous service
- Free access to our Employee Assistance Programme
- Onsite parking

Job Profile

Main responsibilities

1. Support the marketing team with day-to-day tasks and projects.
2. Capture photos, videos, quotes from YMCA East Surrey's projects across East Surrey to create engaging and relevant content for social media.
3. Create, schedule and monitor content for social media channels (Facebook, Instagram, X, LinkedIn)
4. Monitor and report on campaign performance and social media insights.
5. Support with creating newsletter content and monitor and evaluate success.
6. Update and maintain our website using a wide range of imagery and video footage
7. Assist with events, photoshoots, and promotional activities.
8. Attend YMCA East Surrey staff meetings, training and staff development events, as appropriate, to ensure continuous professional competence and development.
9. Undertake any other duties and responsibilities reasonably requested by your line manager.

Person Specification

Knowledge & Experience

- A genuine interest in marketing and digital trends – a confident user of social media.
- Basic photography and video-editing skills.
- Basic knowledge of Microsoft Office (Word, Excel, PowerPoint).
- Knowledge of Canva is desirable.
- Knowledge of good safeguarding procedures in relation to children and young people, and the ability to maintain effective professional boundaries.
- Understanding of, and commitment to equality, diversity and inclusion.

Skills & Abilities

- Strong organisational skills with attention to detail.
- Good written and verbal communication skills.
- Willing and able to study online (including at home on occasion).
- Ability to work independently and collaboratively in a team environment.
- Demonstrate a positive can-do attitude and use initiative.
- Ability to build and maintain strong relationships with all stakeholders.

Qualifications & Training

- Grade 4 or above in GCSE Maths and grade 5 or above in GCSE English.
- Hold a current driving license and be able to travel between sites.