JOB DESCRIPTION

Job Title:	**Digital Marketing Apprentice**
Region/Location:	**Stoneham Court, Reading**
Contract Type:	**Fixed Term – 18 months**
Hours:	**30 hours per week**
Job Code:	
Reporting Structure:	**Reports to the Digital Marketing Coordinator**

Primary Job Purpose

To support the delivery of engaging and effective digital marketing and communications that raise awareness of Berkshire Music Trust, promote its musical activities and opportunities, and help the charity reach and engage new audiences.

Working alongside the Digital Marketing Coordinator, the apprentice will gain practical experience across a broad range of digital marketing activities while working towards an apprenticeship qualification and developing the skills needed for a career in marketing and communications.

Principal Responsibilities

1. Help promote Berkshire Music Trust's music lessons, ensembles, workshops, performances, school programmes, community projects and other activities and opportunities.
2. Work collaboratively with colleagues across Berkshire Music Trust to understand their activities and identify opportunities for marketing and promotion.
3. Assist with planning, creating and scheduling engaging content for the Trust's social media channels, including writing captions and preparing posts.
4. Help create graphics, promotional materials and digital assets using Canva and other appropriate tools.
5. Collect, edit and organise approved photographs, videos, testimonials, stories and other marketing content, working with colleagues, teachers, students and parents in accordance with consent and safeguarding procedures.
6. Monitor social media engagement, respond to routine interactions where appropriate, and refer enquiries or concerns to the relevant colleague.
7. Assist with updating and maintaining the Trust's website, including news, events, programme information and promotional content, ensuring information is accurate and up to date.
8. Support search engine optimisation (SEO) by helping with keyword research, page titles, headings, image descriptions and other website improvements.
9. Assist with monitoring website traffic, social media engagement and other digital marketing performance metrics, using available analytics tools to identify trends and opportunities for improvement.

10. Support the preparation and distribution of email marketing communications and help maintain mailing lists in accordance with data protection and consent requirements.
11. Research relevant audiences, local organisations, schools, community groups and promotional opportunities to help the Trust reach new audiences and increase engagement.
12. Contribute to regular marketing reports by collating performance data, summarising key findings and identifying opportunities to improve future marketing activity.
13. Provide general administrative support to the marketing team and undertake other appropriate duties as agreed with the line manager.
14. Any other duties as allocated by the CEO.

Our Values

- **Inclusivity** – we believe music should be accessible to all
- **Respect** – we respect others views and lived experiences
- **Transparency** – we are open and honest
- **Innovation** – we continuously evolve and adapt to changing needs
- **Responsibility** – we take responsibility for our mission
- **Partnership –** we embrace partnership working

PERSON SPECIFICATION

	Criteria
Skills and Abilities	• Good written and verbal communication skills • Creativity and an ability to contribute ideas for engaging digital content and promotional materials • Good organisational skills with the ability to manage tasks, prioritise workloads and meet deadlines with appropriate support • Good attention to detail, particularly when preparing content and checking information for accuracy • Good IT skills and confidence using digital tools, with a willingness to learn new software and systems • A proactive and positive approach, with enthusiasm for learning, developing new skills and taking on new challenges
Experience & Knowledge	• An interest in digital marketing, social media and communications • An understanding of social media and how it can be used to communicate with audiences and promote activities • Experience using social media platforms such as TikTok, Instagram, Facebook or LinkedIn
Personal attributes and other requirements	• Enthusiastic, proactive and motivated, with a genuine willingness to learn and develop new skills • Creative and curious, with an interest in generating ideas and exploring new approaches to digital marketing • Reliable and conscientious, with a commitment to producing work to a good standard • Approachable and collaborative, with an ability to work effectively as part of a team • Passionate about the value of music and its ability to enrich lives and bring communities together

	Berkshire Music Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

ROLE COMPETENCIES

Competency Group – Communication	
Competency Title	**Description**
Listening	Understands and learns from what others say
Reading Comprehension	Grasps the meaning of information written in English and applies it to work situations
Speaking	Conveys ideas and facts orally using language the audience will best understand.
Writing	Conveys ideas and facts in writing using language the reader will best understand
Competency Group - Cognition	
Competency Title	**Description**
Analysis/Reasoning	Examines data to grasp issues, draw conclusions and solve problems
Creative & Innovative Thinking	Develops fresh ideas that provide solutions to all types of workplace challenges
Decision Making & Judgment	Makes timely, informed decisions that take into account the facts, goals, constraints and risks
Mathematical Reasoning	Uses mathematical techniques to calculate data or solve practical problems
Problem Solving	Resolves difficult or complicated challenges
Researching Information	Identifies, collects, and organises data for analysis and decision-making
Competency Group – Personal Effectiveness	
Competency Title	**Description**
Accountability & Dependability	Takes personal responsibility for the quality and timeliness of work and achieves results with little oversight
Adaptability & Flexibility	Adapts to changing business needs, conditions and work responsibilities
Attention to Detail	Diligently attends to details and pursues quality in accomplishing tasks
Customer Focus	Builds and maintains customer satisfaction with the products and services offered by the Organisation
Development & Continual Learning	Displays an ongoing commitment to learning and self-improvement
Ethics & Integrity	Earns others' trust and respect through consistent honesty and professionalism in all interactions

Results Focus & Initiative	Focuses on results and desired outcomes and how best to achieve them. Gets the job done
Safety Focus	Adheres to all workplace and trade safety laws, regulations, standards and practices
Self-Management	Manages own time, priorities and resources to achieve goals
Stress Tolerance	Maintains composure in highly stressful or adverse situations
Tact	Diplomatically handles challenging or tense interpersonal situations
Competency Group – Interaction with Others	
Competency Title	**Description**
Influencing Others	Influences others to be excited and committed to furthering the Organisation's objectives
Relationship Building	Builds constructive working relationships characterized by a high level of acceptance, cooperation and mutual respect
Teamwork	Promotes cooperation and commitment within a team to achieve goals and deliverables
Valuing Diversity	Helps create a work environment that embraces and appreciates diversity
Competency Group – Occupational	
Competency Title	**Description**
Advocating Causes	Influences others to act in support of ideas, programs or causes
Enforcing Laws, Rules, & Regulations	Enforces governmental laws, rules, and regulations, and initiates enforcement actions in a way that the public perceives as fair, objective and reasonable
Facilitating Groups	Enables cooperative and productive group interactions