Digital Marketing Apprentice

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<th>Job Title:</th>
<th>Digital Marketing Apprentice</th>
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<td>Department:</td>
<td>Marketing</td>
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<td>Reports to:</td>
<td>Digital Marketing Manager</td>
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<td>Location:</td>
<td>Cambridge, UK</td>
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**The Company**

Cambridge Education Group (CEG) is one of the world’s leading providers of pre-university academic, creative and English language courses. We provide pre-university programmes including A Level, International Baccalaureate and University Foundation, as well as English Language study, to the growing market of international students seeking to enter the world’s leading universities.

The Group operates under five different brands: CATS College – high schools in Cambridge, Canterbury, London, and Boston, USA; Cambridge School of Visual & Performing Arts (CSVPA) – Art & Design, Drama and Music courses in Cambridge, UK; ONCAMPUS – teaching foundation courses to university degrees on campuses in the UK, USA and mainland Europe; Stafford House – year-round English Language schools in Brighton, Canterbury and London, and Study Holiday centres across the UK and the USA for juniors and CEG Digital which delivers flexible learning programmes for a range of partners.

Whatever students aspire to, whichever college, school or centre they choose, Cambridge Education Group promises excellent teaching, premium facilities and the personal service our students demand.

Cambridge Education Group aims to be the undisputed customer service leader in the international education sector and to be recognised as such by its agents, partners and their clients, by the universities it works with and by its competitors. The objective is simple: to deliver exceptionally high standards of service in every single customer interaction and to ensure that our ‘CARE’ principles are clearly understood and are effectively applied across the whole organisation in all teams and at all levels of responsibility.

CEG is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. The Company also expects all staff and volunteers to share the Company’s commitment to Equal Opportunities within the workplace.

**Overview**

The apprenticeship will involve 4 days per week at work on-site at Kett House, with 1 day per week spent training with an internationally recognised training provider. The apprenticeship lasts for 15 months, and upon completion you’ll have a Level 3 Advanced Apprenticeship in Digital Marketing and the chance to have a paid job within an expanding company whilst receiving expert training and gaining a qualification.

The digital marketing apprentice is a pivotal role within the digital team working closely with the Digital Marketing Manager, PPC Specialist, brand Marketing Managers, and brand Heads of Marketing.

The key focus of this role is to strengthen the core capabilities of the digital team with its increased focus on achieving steady growth via the digital channels in direct student recruitment.

**Key working relationships**

- Digital Marketing Manager
- PPC and Campaign Specialist
- Brand Marketing teams
- Marketing Director
- Sales Directors and sales team
- Admissions
Digital Marketing Apprentice

Job Description
The following section outlines a more detailed, but not exhaustive, description of the duties pertinent to this role.

Areas of focus
The Digital Marketing Apprentice will be involved in the following areas:

- Assist with PPC campaigns – conduct keyword research, campaign set up, monitoring and reporting
- Assist with paid social campaigns for each of the brands
- Ensure reporting and analysis is up to date and accurate
- Assist with conducting SEO audits and competitor analysis for clients and report back to the Digital Marketing Manager
- Help to create and implement email campaigns – set up, distribute, monitor and analyse email marketing campaigns for CEG communications
- Work with the Digital Marketing Manager and Digital Marketing Executive to ensure all marketing brand needs are met and all projects are completed on time and to budget
- Assist with implementation and execution SEO strategies as defined by the Digital Marketing Manager and SEO agency
- Use Google Analytics to analyse and report on key digital marketing campaigns for each brand
- Help to monitor online brand reputations and mentions across the web – and respond to any positive and negative comments in a timely and professional manner
- Assist the team in ensuring client KPIs are met across all digital marketing activity

Person Specification

Qualifications and skills

- Grade A* - C GCSEs (or Level 2 Functional Skills) in English, Maths
- Grade A - C in A levels
- Numerate – good with numbers and arithmetic
- Analytical – methodical and analytical in thinking
- Good written English
- Some knowledge of paid search and general marketing objectives
- Good commercial acumen
- Good working knowledge of social media networks
- Knowledge of Facebook advertising products would be beneficial
- Strong communication skills
- Strong team-player
- Strong organisation skills

Behaviours

- Good problem solver
- Confident and articulate
- Someone who is keen to learn, ask questions and wants to be involved – bright and inquisitive with a hunger for learning
- Good problem solver – can connect the dots between elements and derive a conclusion
- Organised and ethical
- Self-motivated with an ability to thrive under pressure
- Only accepts first rate quality work in self and others
- Flexible approach to working – we work with colleagues located in different time-zones
- Can work independently and liaise effectively with colleagues based in our brand teams and global sales force.
- Friendly and professional manner and appearance
- Excellent team player