

<b>Apprentice role title</b>	Marketing and Events Administrator
<b>College/Budget Centre</b>	College of Medical and Dental Sciences
<b>School/Department</b>	Marketing and Communications, MDS
<b>Duration of the apprenticeship</b>	1 year
<b>Contact details for any enquires</b>	Claire Wickett, <a href="mailto:c.wickett@bham.ac.u">c.wickett@bham.ac.u</a> , 0121 414 2520
<b>Closing Date</b>	Monday 10 <sup>th</sup> July 2017

### **Apprenticeship summary**

This apprenticeship will be based in the Marketing and Communications (Marcomms) team within the College of Medical and Dental Sciences and will also provide support to the Head of Administration's team.

The Marcomms team is responsible for the promotion of our undergraduate and postgraduate courses to meet student recruitment targets via a range of channels such as websites, social media, advertising, production of marketing materials, open days, and other events. It is also responsible for raising the profile of our world leading research work, promoting research outcomes that have real life impact for the health and wellbeing of our communities. It also manages internal communications across the College and works to raise and maintain our external reputation and profile.

The team is an enthusiastic, hardworking and motivated team delivering creative ideas to support the College's promotional activity and carries a range of skills sets within it from which to learn.

The role will provide support to several areas of work across the team and will offer a wide variety of skills development opportunities for the successful individual.

During this apprenticeship you will learn:

- **Digital Marketing**
  - Website and intranet editing using a Content Management System (CMS)
  - Social media support including preparing a schedule of pre-planned social media posts surrounding national campaigns
  - Preparing video subtitles
  - Managing the content of the display screens across the building
  - Taking photographs, sourcing images and maintaining the Colleges image bank.
- **Student Recruitment Marketing and Events**
  - Supporting events for potential students (such as widening participation and outreach, open days, applicant visit days etc) including pre event preparation and on the day support
  - Student recruitment support – for example sourcing contact names for promotions, dispatching brochures to conferences, updating websites with course information
  - Advertising support including sourcing quotes and making bookings
- **Events and Research communications support**
  - Researching information online such as dates for national awareness campaigns

- Staff events support (for example Health and Wellbeing day, Christmas social, staff training and development activities) both pre event and on the day support
- Promoting our lecture series across the College, including creating and distributing posters, preparing website content, emails and providing support at the events themselves

- **General administration**

- Office running tasks such as stationery ordering, travel bookings, collecting post, organising stock room etc
- Providing a range of administrative support to the College Executive office and Marketing and Communications Team as directed by the line manager.

**Main skills the apprentice will learn**

- Web editing
- Event management skills
- Social media usage for business
- Writing skills for marketing materials
- Advertising skills
- General administration skills

**This apprenticeship would suit:**

- This role would be suitable for someone who enjoys working in a varied position where no two days are the same.
- The role will require the individual to learn to multi task and self-manage a wide range of tasks set for them and therefore this individual would need to be organised, motivated and hardworking to achieve all of the tasks asked of them.
- The individual would be working with a wide range of people across a range of levels and therefore would learn to be a confident communicator.
- We would be looking for someone who is keen to learn and enjoys a busy, but rewarding role, working with a team of highly motivated and creative people.
- The individual would need to be willing to undertake occasional weekend (approx. 3 – 4 times per year) but would be notified well in advance of the dates and would receive time back in lieu.

**Required Knowledge, Skills, Qualifications, Experience**

- Computer literate on Word, Excel, PowerPoint and Outlook. Design software skills would also be desirable but not essential.
- To have strong attention to detail and able to carefully proof read materials.
- Experience of using social media (particularly Facebook and Twitter)
- Good verbal and written communications skills
- Good organisational skills
- Experience of event management would be desirable but not essential

## **Career Pathway**

This role could lead onto a number of career routes including web editing, design, marketing, communications, events or general administration work. There are a range of opportunities within the team (subject to vacancies being available) to progress into and across the wider University.