

<b>Job Title:</b>	<b>Marketing Apprentice (Junior Marketing Executive)</b>
<b>Hours of Work :</b>	Full Time (9am – 5pm, Monday to Friday)
<b>Reporting To:</b>	Head of Marketing & Admissions

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### **Main Purpose of the role**

We're looking for a motivated and creative individual to join our team as a Marketing Apprentice/Junior Marketing Executive. Over the course of this 13-month programme, you'll gain hands-on experience across the full spectrum of marketing including copywriting, content marketing, branding, campaign management, and web design. This is an ideal opportunity for someone eager to build a strong foundation in both creative and technical marketing skills while contributing to real projects that make an impact.

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### **What You'll Learn:**

This role provides a broad, practical grounding in key marketing disciplines, including:

- Social Media Management – learn how to plan, create, and schedule content across platforms including Instagram, Facebook, LinkedIn, and TikTok, building community and driving engagement.
- Copywriting – write compelling content for blogs, email campaigns, and marketing collateral that reflects Leiths' brand voice and engages our audiences.
- Content Creation & Branding – develop visually appealing assets and understand how to maintain brand consistency across digital and print channels.
- Campaign Planning & Management – assist in the creation, execution, and analysis of multi-channel marketing campaigns aligned with key business objectives.
- Website Management – learn how to use, update, and improve the Leiths website, keeping content accurate, engaging, and on-brand.
- CRM & Email Marketing – learn how to manage and operate a CRM, support the planning and delivery of newsletters and promotional emails, and segment audiences to improve engagement.
- Content Marketing Strategy – explore how to plan and deliver content that engages audiences and supports business goals.
- Events & Promotions – support the planning, setup, and promotion of internal marketing events such as open days, webinars, and other initiatives that showcase the Leiths experience.

### **Main Responsibilities:**

- Support the marketing team in day-to-day activities and campaign delivery
- Create and schedule content across social media and digital platforms
- Assist with website updates and basic design tasks
- Conduct market and competitor research (where required)
- Support the team with campaign performance tracking and help compile reports

- Contribute ideas to team meetings and creative sessions
- Maintain brand guidelines across all communications
- Assist with CRM management and the delivery of email marketing campaigns

### **General Responsibilities**

- Provide professional, customer-focused communication in person, by phone, or by email.
- Act as a knowledgeable and welcoming point of contact for guests, clients, and colleagues.
- Comply with all School policies and procedures, including Health & Safety, Child Protection, and guidelines on personal online profiles

### **What We're Looking For:**

- A genuine passion for marketing, creativity, and digital media
- An interest in food, cookery, and the culinary world — and an enthusiasm for telling the Leiths story
- Strong written communication skills with an eye for engaging, on-brand content
- Curiosity and a willingness to learn new tools, platforms, and techniques
- Good organisational skills and attention to detail
- Ability to work collaboratively as part of a small, busy marketing team
- A proactive, can-do attitude and eagerness to contribute to real projects that make an impact

*This position requires a Disclosure and Barring Service (DBS) check, which will reveal any unspent convictions. A criminal record may not necessarily be a bar to employment, as any decision will be treated on its merits and individual circumstances subject to Leiths' overriding obligation to protect the students in its charge and the safety of Leiths' staff.*

*All staff have a responsibility and duty of care to safeguard and promote the welfare of pupils. Staff must be aware of the systems within Leiths which support safeguarding and must act in accordance with the School's Safeguarding & Child Protection policy and Code of Conduct. Staff will receive appropriate child protection training which is regularly updated.*