

<b>POST:</b>	Communications and Social Media Marketing Apprenticeship
<b>DEPARTMENT:</b>	Support
<b>REPORTING TO:</b>	Director
<b>WEEKLY HOURS:</b>	9am – 6pm (including 1 hour lunch break)
<b>SALARY:</b>	£4.30- 6.56 per hour (depending on candidate)
<b>LOCATION:</b>	Dalston, London

### **The Role**

This company is looking for a bright, energetic, creative social-media savvy team player. As our residential Communications and Social Media Marketing Apprentice, you'll have real responsibilities and the power to make a difference from day one! We are looking for a self-starter who is excited by the opportunity to assist spearheading the firm's social media campaigns and marketing initiatives, enjoys data analytics and understands the firm's goal of lead generation and client conversions.

### **DUTIES AND RESPONSIBILITIES:**

- Support team with content development and creating social media campaigns to help with overarching objective of lead-generation and client conversion. This includes working with agencies and the in-house team on imagery, messaging, and content collation.
- Finding new ways to increase brand awareness through creative campaigns, including community management and customer service
- Producing a wide variety of posts for our blog to improve SEO rating and working with partners to deliver cobranded content
- Planning, implementing, and improving content for customer service and marketing e-newsletters.
- Drafting content in line with the brand and commercial (good eye for detail, a must!).
- Working with designers to ensure suitable imagery, videos, etc.
- Supporting the team to develop reports on the success of the marketing/communications activities you are involved in, providing insights and observations to improve together continuously.
- Work closely with general support staff to develop and implement efficiencies in systems by taking full advantage of the available technology
- Deal with ad hoc projects as directed by partners, paralegals, and assistants
- Follow all reasonable instructions

### **PERSON SPECIFICATION:**

- Good Academic Level (A levels or equivalent)
- Fluency in more than 1 language (Bi or Multi-Lingual)
- Highly developed creative ability with marketing approach and understanding of SEOs, Funnels and general marketing terminology
- Able to demonstrate meticulous attention to detail and producing renders (documents, flyers, ads for campaigns, etc)
- Chronicled ability to create interesting content
- Fast-Learner with a propensity for initiative and ability to self-manage and prioritise tasks efficiently
- Excellent co-ordination and organisational skills

- Good communication and intrapersonal skills

**EQUAL OPPORTUNITIES:**

As a firm, we are committed to the promotion of equal opportunities in all stages of the recruitment process. We are a diverse international firm with employees from the UK, Caribbean, Africa, Europe, and Asia and believe in Inclusivity and Equality in Diversity.