

Multi-Channel Marketer Apprentice

Salary Per Annum: £14,722.50

Location: Norwich, NR2 1TF

Norwich BID is hiring a Level 3 Multi-Channel Marketer Apprentice. This is an excellent opportunity to kickstart your marketing career and work closely with the marketing team while gaining hands-on experience in content creation and social media management.

About Company

Since 2012, Norwich BID has worked on behalf of local businesses to deliver a varied and comprehensive programme of projects that benefit the city. The organisation is funded, managed and led by those businesses and over the past decade, has delivered work that has had a demonstrably positive impact on people who live and work in Norwich. It represents a city-wide collaboration that continues to make a difference.

Norwich BID's vision is to drive the sustainable success of Norwich's business community and to help position the city as one of the most sought-after in the UK. The BID operates as a not-for-profit collective of local organisations working together to deliver the changes they want to see and to support the city's progress.

All activity and investment undertaken by the BID is carried out on behalf of local businesses to help the city thrive. The organisation delivers a wide programme of work including management of the city's official destination marketing body, VisitNorwich, as well as Norwich's talent-attraction and inward-investment brand, Work in Norwich.

Key Responsibilities

- Assist with the scheduling, posting, and monitoring of content across VisitNorwich's social media channels (Instagram, Facebook, LinkedIn, and TikTok)
- Assist with the scheduling, posting, and monitoring of content across Norwich BID social channels including Norwich Wine Week, Norwich Cocktail Week, Norwich Food Week
- Support content creation including photography, videography, editing, and copywriting for social media and blog posts
- Help maintain and update the VisitNorwich website by uploading events, listings, and news items
- Assist in the organisation of VisitNorwich members events, including on-the-day support (occasionally over evenings and weekends with advance warning)

- Monitor social media trends and competitor activity to contribute fresh ideas and engagement strategies
- Track basic analytics (e.g. social media insights, website traffic) to support reporting and decision-making
- Provide general administrative support to the marketing team as required

Benefits

- 20 days holiday plus bank holidays
- Pension scheme
- After successful completion of the apprenticeship, there is the potential for a permanent position depending on conditions such as performance and business situation
- Collaborative and supportive work environment
- Hybrid working, two days of remote working per week

Working Week

The core working hours will be 37.5 hours per week, 9AM to 5PM, Monday to Friday.

Start Date: January

Desired Qualities

- A passion for Norwich, local culture, and the visitor economy
- Interest in social media, marketing, communications or tourism
- Creative thinker with a flair for content creation and storytelling
- Strong written and verbal communication skills
- Organised and able to manage time and tasks effectively
- A willingness to learn and contribute as part of a collaborative team.
- Flexible towards working hours, with occasional events at evenings and weekends
- Minimum 4/C grade or equivalent in English and Maths

Training Information

Training will be with Swarm Training, a national provider of apprenticeships throughout the UK. The successful candidate will work towards the Level 3 Multi-Channel Marketer qualification. This apprenticeship will take 12-18 months to complete with assessments. The

apprentice is required to complete a minimum of 6 hours per week during working hours, working towards achieving the qualification. A tutor will conduct training sessions once a month, where the apprentice will be allocated tasks to be completed during working hours.

By applying for this position, you agree for your data to be stored by Swarm Recruitment until notice is given by you for it to be removed. Your data will only be used for the purposes intended. Our Data Protection Policy will be forwarded to you if requested.