



New Line Learning Academy

Believe and Achieve

JOB DESCRIPTION

Designation: Web, Marketing & Social Media Apprentice

Responsible to: Senior Leadership Team

Grade: National Apprenticeship Minimum Wage

Core Purpose of the Job:

The Apprentice is expected to promote and enhance New Line Learning Academy to a wide range of audiences and stakeholders, both internally and externally.

The apprentice will work cohesively with the academy leadership team to successfully deliver and measure the effectiveness of the Marketing and Communications strategy.

The apprentice will design and deliver a range of promotional materials, including prospectuses, press adverts and branded publications as well as organise events.

Responsibilities include:

- Deliver New Line Learnings Annual Marketing and Communications Plan to increase student and staff recruitment by working closely with the Trusts Inhouse Recruiter.
- Work cohesively with the staff to promote New Line Learning Academy's reputation.
- Ensure brand guidelines are used appropriately throughout New Line Learning Academy.
- Develop branded marketing materials, such as prospectuses, press adverts, invites, reports and publications, for both internal and external stakeholders.
- Work cohesively with the other marketing officers within the Trust to develop and enhance content on the website and social media.
- Seek appropriate marketing opportunities, such as industry shows, to represent New Line Learning Academy and increase its brand presence in the education sector.
- Positively manage the marketing and communications budgets to ensure value for money is achieved.



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Qualities and Knowledge:

- A willingness to work within an office environment
- Strong IT skills, particularly Microsoft Office packages and the ability to use an Apple Mac.
- Knowledge of Adobe design packages
- Excellent proof-reading skills
- Ability to create and update the school's website
- An understanding of the education sector
- Ability to manage own time and multiple projects with potentially pressing deadlines
- Ability to work towards designing creative attractive advertising campaigns and marketing material
- Good Interpersonal and customer service skills, including excellent telephone manner.
- Excellent organisational skills
- Ability to engage and communicate with people from all backgrounds while forming strong and effective working relationships with internal and external stakeholders
- Trustworthy and discreet when needed, while professional at all times