



https://www.avant.ac.uk/apprenticeships/content_avant/

Content and Social Media Apprentice – Hull

Description

Unleash your creativity with this dynamic content apprenticeship at a top-tier agency! Dive into producing compelling written and visual content for social media, broadcasts, and print. This program will refine your marketing skills, turning your passion into professional expertise. Apply now to kickstart your creative journey!

What will the apprentice be doing?

We are looking for dynamic, adaptable and self-motivated individuals to join our Content Creator Apprenticeship programme.

On this apprenticeship, you will be a key part of the marketing team and will undertake tasks including:

- Research ideas and concepts
- Present ideas, pitches, proposals
- Interpret data
- Content scheduling
- Content strategy
- Market research
- Psychology of social media
- Hashtag optimisation
- SEO
- Develop accessible content
- Write and edit copy or scripts
- Create/capture visuals & audio
- Source/obtain/prepare assets
- Engage/respond with audiences
- Monitor user experience
- Analyse audience data
- Evaluate the success of content

What training will the apprentice take and what qualification will the apprentice get at the end?

Content Creator Level 3 Apprenticeship Standard:

- You will learn the knowledge, skills & behaviours which will support you for your end-point assessment
- You will take part in a combination of activities, such as face-to-face classroom-based sessions, remote learning sessions, work shadowing and online learning, to support your learning and development
- You will be required to undertake training sessions with Avant Skills Academy every other week, throughout the length of the apprenticeship

What is the expected career progression after this apprenticeship?

- Continued employment and progression with the growing company
- You could be managing social media campaigns and also specialise in digital marketing or SEO. With experience, you could become a marketing

Employer

Avant Skills Academy

Annual Wage

£ 9,984 - £ 17,846.40

Working Week

Monday – Friday, 9.00am – 5.00pm
30 hours a week hours a week

Expected Duration

16 Months

Possible Start Date

December 2024

Date posted

28 October 2024

Apprenticeship Standard

Content Creator Level 3

Apprenticeship Location

Cottingham Road, HU6 7RX, Hull

Apply:

Apply Now!

manager, online marketing manager or director of marketing

- You could also become a freelance marketing consultant, working in advertising, sales or public relations and communications

Desired skills and personal qualities

Insert: Desired skills and personal qualities

- Communication skills
- IT skills
- Attention to detail
- Organisation skills
- Customer care skills
- Problem solving skills
- Presentation skills
- Team working
- Creative
- Initiative
- Content creation
- Ability to multitask

Qualifications

- GCSE English (Grade 4) desirable
- GCSE Mathematics (Grade 4) desirable

About the employer

We have established ourselves as a leading marketing agency with our extensive use of 3D animation technology. With the ability to create striking visualisations and animations, we can help businesses enhance their brand image and distinguish themselves from competitors. Our team of experts are highly skilled in the latest 3D animation tools and techniques, and are always pushing the boundaries of what's possible.