Job Description
Digital Marketing Apprentice

Job Details

Job title	Digital Marketing Apprentice
Job purpose	The Digital Marketing Apprentice is a key role within the Marketing and Communications team. The person fulfilling the role will work across a varied mix of campaign, content, digital marketing, data, customer journey and event activity. The role is designed for someone who is keen to develop practical marketing skills studying for their Digital Marketing and AI apprenticeship, or Marketing Executive apprenticeship while contributing to day-to-day delivery across multiple channels and systems. The apprentice will develop skills in content creation, campaign support, videography and lead nurture activity. They will administer lead uploads, maintain accurate data, identify performance patterns, support event planning, assist with market research and supplier sourcing, and contribute to customer journey mapping.
Job location	Office Based (hybrid working option available)
Reports to	Director of Marketing & Communications

Dimensions

Line management	Yes ☐ No ☒	**Budget holder**	Yes ☐ No ☒

Job Purpose

Core responsibilities	**Demand-generation, lead capture and data management** + Support the segmentation of audiences for campaign, events and nurture activity. + Upload and maintain campaign and lead data in the CRM (Salesforce), linked to the digital marketing automation platform. + Check lead data for accuracy, completeness, duplication and consistency before upload or campaign use. + Monitor performance indicators, such as enquiries, event sign-ups, email engagement, and conversion patterns. + Help prepare simple summaries of performance patterns and make practical recommendations for improvement with support from the team.

	Marketing campaign activities + Support the creation, scheduling, testing and delivery of demand-generating marketing campaigns. + Assist with nurture programme activity, including drafting copy, preparing audiences, checking links and producing supporting follow-up communications. + Help identify promotional opportunities across relevant channels, audiences and customer touchpoints. + Support the planning and promotion and performance reporting of online webinars and offline events. + Update web content, instructing the external agency with more complex website update requests. + Support website optimisation initiatives by working with the external agency to implement and monitor SEO, AEO and GEO improvements. + Develop the best knowledge of marketing practice to support execution of activities such as email nurture programmes, webinars and social media management. **Content creation and videography** + Create or support content creation for emails, social posts, web updates, event promotion and campaign activity. + Support the capture of short-form video, interviews, event footage and behind-the-scenes content. + Edit video clips, captions or visual assets, using agreed tools and brand guidance to create engaging video content suitable for UKAS' social media channels and external presentations. + Draft clear, accurate and professional written content, seeking feedback and approval before publication. + Maintain brand consistency across campaign and content outputs. **Market research and customer journey mapping** + Conduct desk research into audiences, competitors, sectors, channels, suppliers or promotional opportunities. + Summarise research findings clearly and highlight relevant implications for marketing activity. + Assist with mapping and enhancing end-to-end customer journeys. + Help identify communication gaps and/or opportunities to improve promotional messaging, aligned to improving the overall customer experience. + Explore and suggest efficiencies in marketing operations by utilising marketing/ AI/ LLM tools and platforms. **General marketing coordination** + Maintain shared files, campaign records, image or video libraries, and relevant marketing trackers. + Support and contribute meetings by preparing notes, actions, materials or updates where required. + Follow agreed processes for data protection, brand approval, supplier communication and content sign-off. + Work with the UKAS cross-functional team to guide and support the business on appropriate use of AI/ LLMs.

	+ Take part in apprenticeship learning, reviews and off-the-job training as required.
Non-Core responsibilities	+ Ad hoc duties and tasks, as required.

Signature of job holder:			
Name:		**Date:**	