**Job Description**

**Multi-Channel Marketing Apprentice (Level 3)**

**Role Profile** BCP Grade F

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| **Service/Team** | Commercial Marketing |
| **Reports to** | Museum Staff / Senior Marketing Officer |
| **Responsible for** | N/A |
| **Number of posts** | 1 |
| **Post number** | 112647 |

**My job improves the quality of life for the people of Bournemouth, Christchurch and Poole by…**supporting the marketing team in developing and delivering comprehensive marketing initiatives and campaigns for Poole Museum across various channels, learning to create and implement strategies that effectively engage the Museum’s diverse audience, drive visitor numbers, and promote the exhibitions and events.

**Job Overview**

The role will provide support to Poole Museum, raising awareness of and engagement with the Our Museum Project and launch of the redeveloped museum. The successful candidate will work closely with staff from all areas of the museum, to market every aspect of the service and drive engagement, including income generating commercial activity. This role will be instrumental in helping to position Poole Museum as an outstanding cultural centre and a modern, vibrant community hub.

**Key Responsibilities:**

* Assist with the implementation of the redeveloped Poole Museum / Our Museum social media plan across multiple channels including reporting and campaign analysis.
* Assist in developing engaging content for use across all digital platforms (social media, website, e-newsletter), ensuring consistency in brand messaging including researching, creating or updating text, images and videos, and drafting social media and blog posts in collaboration with museum colleagues.
* Support in developing eye-catching sales materials, affiliate marketing or event displays, ensuring that brand guidelines are met to achieve marketing objectives.
* Help keep customer databases up to date, to aid targeted marketing communications.
* Support customer services including reviewing comments on social media, google reviews, and TripAdvisor, responding appropriately to queries and questions.
* Support the creation of video and photography required for use across Poole Museum’s digital marketing channels including the website and social media channels.
* Support a customer-centric, research-based, and outcome-driven, marketing model.
* Support in collating content for media releases.
* Attend relevant trade and industry specific shows / conferences / events and assist with the organisation of the marketing / promotional activities at these events in collaboration with colleagues.
* Attend Poole Museum’s current outreach programme Poole Museum in the Community. Support the administration of the marketing and promotional activities at these events in collaboration with colleagues and key stakeholders
* Support in general event planning and coordination
* Help ensure all marketing activity aligns with the marketing strategy and key objectives.
* Assist with other administrative support including raising purchase orders for marketing and communications expenditure and obtaining quotes.
* Attend training courses and complete all required work within target timescales as set out in your individual learning plan, reviews, college timetables and tutor instructions.
* Attend reviews with appointed Apprenticeship Manager and Mentors to discuss all aspects of progress.
* To comply with all decisions, policies and standing orders of the council and any relevant statutory requirements, including the Equality Act, the Health and Safety at Work Act and Data Protection Act.
* Perform other duties as reasonably required by the Museum Manager: Business and Operations.

**Specific Qualifications and Experience**

* GCSEs (or equivalent) in English and Maths at grade C/4 or above.
* A keen interest in marketing, digital media, and communications.
* Proficient in Microsoft Office Suite (Word, Excel, PowerPoint).
* Basic understanding of social media channels, including Facebook, X, TikTok and Instagram, LinkedIn, Nextdoor, SnapChat, WhatsApp for business
* Basic knowledge of IT and relevant marketing software
* Basic content creation (photo/video) and basic knowledge of creative software to support team if required.

**Training & Development**

* On-the-job training.
* Gain a comprehensive understanding of marketing principles, digital marketing techniques, and multi-channel strategies.
* Regular mentorship and support from experienced professionals.
* Opportunities to attend industry events where you will learn invaluable networking skills

**Personal Qualities & Attributes**

* Strong written and verbal communication skills.
* Excellent organisational and time management abilities.
* Creative mindset with attention to detail.
* Ability to work independently or as part of a team.
* Able to plan, prioritise and organise own workload in an environment of regularly changing demands and challenging deadlines
* Ability to follow instructions.
* Basic health and safety awareness.
* A genuine interest and enthusiasm for the apprenticeship applied for.
* Previous experience relevant to the apprenticeship applied for, an advantage.
* Reliable and willing to undertake formal training to help with the apprenticeship and a future career in this field.
* Flexible approach to work, with a willingness to work occasional weekends or evenings
* Good computer skills.
* Strong team player with a collaborative approach to working with key colleagues from across the council and other relevant partners
* Commitment to employers Equality, Inclusivity and Diversity policies.

# Job Requirements

* Must be able to travel, using public or other forms of transport where they are viable.

This job description is not exhaustive and reflects the type and range of tasks, responsibilities and outcomes associated with this post.

**The National Lottery Heritage Fund**

This position has been made possible with The National Lottery Heritage Fund. Thanks to National Lottery players, we have been able to offer this Multi-Channel Marketing Apprenticeship for Poole Museum to provide aspiring marketing professionals with the skills, experience, and knowledge needed to excel in the cultural heritage sector.

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