

Role Profile

Job Title: Social Media PR & Communications - Marketing Apprentice

Department: Business Development

Responsible to: Head of Business Development

Main purpose of job:

This degree apprenticeship role aims to support the promotion of Training 2000 as a leading provider of technical and professional training and apprenticeships in Lancashire and beyond. The role focuses on creating engaging written content, managing social media channels, and assisting with various events. The apprentice will ensure that all communications adhere to Training 2000's brand guidelines, with particular emphasis on maintaining the appropriate tone of voice.

As part of the Business Development team, you will collaborate with different areas of the business to ensure accurate representation and promotion. Key departments you'll interact with include:

- Apprenticeship Recruitment
- Employer-Focused Account Managers
- Operational Departments - Engineering, Scaffolding, Health, and Professional Services

Don't worry if you're unfamiliar with our organisation or the sectors we work in as comprehensive training will be provided. If you have a passion for social media, writing, or are eager to step into a dynamic and varied marketing role, we'd love to hear from you.

Upon successfully completing the Digital Marketing Degree Apprenticeship, you will have the opportunity to transition into a permanent Marketing role within the Marketing team at Training 2000.

Main Duties:

- Assist with the creation and editing of marketing content to ensure compliance with brand guidelines and company tone of voice.
- Proofread and edit key company communications to ensure consistency and accuracy.
- Draft PR and marketing materials for various platforms, including digital channels, press releases, news articles, case studies, and external publications.
- Contribute to maintaining a consistent social media presence across platforms (X, Facebook, LinkedIn, Instagram, TikTok, etc.), including posts, ads, and promotions for events, vacancies, and company news.

Where your future matters



- Support in managing and updating the external website, tracking SEO performance and monitoring Google Analytics metrics.
- Help plan and organise events, such as open days, employer engagement activities, and career fairs.
- Assist with updating marketing materials such as flyers, posters, social media content, and course guides.
- Support email marketing campaigns by understanding business needs, segmenting audiences, and ensuring GDPR compliance.
- Create surveys, collect responses, and present findings to the team.
- Gather case studies, photos, videos, and good news stories to create engaging content.
- Provide support to organisational projects requiring input from the marketing department.
- Collaborate with UCLan’s Marketing, PR, and web teams to maintain brand consistency.
- Contribute to the development of a 12-month marketing plan aligned with company goals.
- Research award opportunities and help prepare submissions.
- Support the coordination and campaign materials for special events (e.g., National Apprenticeship Week, Mental Health Awareness Week).
- Maintain awareness of GDPR and data protection requirements, particularly when working with personal data.
- To undertake any other duties required as deemed necessary by the Head of Business Development or a member of the leadership team

Signed by Employee	Date:
---------------------------	--------------

Where your future matters

Person Specification

Job Title: Social Media PR & Communications – Marketing Apprentice

Department: Business Development

Responsible to: Head of Business Development

Criteria	Essential requirements	Desirable requirements
Knowledge & Qualifications	<ul style="list-style-type: none"> • Interest in developing a career within a marketing department • Basic understanding or willingness to learn marketing strategies and their application in a business setting • Good level of English skills (written and verbal) 	<ul style="list-style-type: none"> • Some experience with Google Analytics or SEO
Skills & Relevant Experience	<ul style="list-style-type: none"> • Competency in using social media platforms • Familiarity with Microsoft Office programs (PowerPoint, Word, Excel, Outlook, Teams and OneDrive) • Strong organisational skills and attention to detail • Capability to work independently and collaboratively within a team • Willingness to learn and develop new skills 	
Behaviours	<ul style="list-style-type: none"> • Demonstrates strong communication skills and engages effectively with colleagues and customers • Hardworking, adaptable, and willing to learn • Self-motivated with a proactive approach to tasks 	

Where your future matters



Criteria	Essential requirements	Desirable requirements
	<ul style="list-style-type: none">• Displays open, honest, and supportive behaviours that align with the company's core values• Works well in a team, promoting effective collaboration• Shows curiosity and a willingness to challenge the status quo to identify business opportunities• Prioritises health and safety in the working environment	

Where your future matters