

Digital Marketing Apprentice – Job Description

Located at Rossendale Leisure Trust & Hyndburn Leisure

We are looking to recruit a Digital Marketing Assistant to work within Rossendale Leisure Trust and Hyndburn Leisure. The role will be a combination of working across multiple sites in Rossendale and Hyndburn. Both Rossendale Leisure Trust and Hyndburn Leisure are not-for-profit, leisure and culture charities, with a strategic aim to improve the health & wellbeing of local people.

The role offers a Degree Apprenticeship at the University of Central Lancashire (UCLAN). This exciting role will allow you to apply digital marketing theory, learnt within the course, straight into practice in a not-for-profit leisure and culture charity. Reporting into the Marketing team, the successful candidate will be part of a team responsible for implementing the digital marketing and promotion for the organisations, maintaining the company's website, e-marketing and social media channels.

Salary will meet National Living Wage in Year 1, with annual increments as the course and experience progresses.

Qualifications:

In order to qualify for acceptance onto the Degree Apprenticeship course at UCLAN, the successful applicant must have obtained one of the following qualifications: • 112 points at A2 – General Studies Accepted • BTEC Extended Diploma: Distinction, Merit, Merit • BTEC Diploma: Distinction*, Distinction* • Pass Access to HE with 30 Level 3 Credits at Distinction • International Baccalaureate 28P • IELTS: 6.0 with no sub-score lower than 5.5.

In addition to one of the above qualifications, GCSE's in Maths and English Grade C or equivalent are required.

Applications from candidates with non-standard qualifications, e.g. relevant work experience and/or formal qualifications from other subject areas, may also be considered on a case by case basis.

The role will commence in September 2022 and will incorporate 4 days in the workplace, working as a Digital Marketing Assistant and day release to attend UCLAN's Digital Marketing Degree course, which Rossendale Leisure Trust will cover the cost of. The course focuses on developing skills and competencies which will be directly applied in the work environment and will incorporate a series of live projects that are supported by Rossendale Leisure Trust. The course length and initial contract of employment is 3 years, completion of which will result in a BA (HONS) in Digital Marketing from the University of Central Lancashire.

Company Background

Rossendale Leisure Trust and Hyndburn Leisure are committed to delivering a range of programmes and activities that bring fun, health, activity and interaction to the top of the agenda within our communities. The marketing team are responsible for promoting awareness of our expanding leisure offerings. Combined there is a total of 18 sites including sports and fitness facilities, swimming pools, events venues, a ski slope and museum.

Currently in a phase of growth, we are now looking to expand further and offer a candidate a Digital Marketing Degree Apprenticeship within our combined marketing team.

How to Apply:

Send your CV and covering letter to Michelle, by emailing michelle.fletcher@rltrust.co.uk

