

Content Creator Apprentice - Marketing & Communications

Job Description

ROLE OVERVIEW

To support the promotion of Action for Carers Surrey and raise awareness of unpaid carers through engaging marketing, communications and digital content. The apprentice will gain hands-on experience across a range of marketing and communications activities, developing practical skills in content creation, social media, digital marketing and storytelling while working towards a recognised qualification.

KEY INFORMATION

Post:	Content Creator Apprentice – Marketing & Communications
Pay and Contract:	£20,312 - £23,794 Two-year fixed term contract
Hours and Location:	Surrey (hybrid), with travel to community locations
Responsible to:	Marketing & Communications Manager

KEY RESPONSIBILITIES

Brand and identity

- Help the organisation follow brand guidelines, including promoting key messages, ensuring consistency and building understanding

Content creation (website, emails, materials, social media etc)

- Write content
- Create visual assets
- Create materials (print and digital) e.g. flyers, newsletter, posters
- Take photos
- Create short videos
- Create social posts

Marketing and Communications

- Support with planning and delivering marketing campaigns, including press work, materials creation, outreach and measurement

- Create and update website content (pages, news, events, etc), using CMS, following SEO/GEO best practice
- Write and create Mailchimp marketing emails
- Support internal communications activity
- Manage 'listings' information about ACS on external organisations' materials/websites
- Manage stock of materials and merchandise, monitoring levels and sourcing/reordering as required

General

- Attend community events (as appropriate) to support colleagues, reach stakeholders and help in content creation
- Work collaboratively with marketing, fundraising, and engagement colleagues
- Develop relationships with professionals in NHS, Council, other charities
- Undertake apprenticeship learning and complete required coursework
- Carry out administrative tasks as required

PERSON SPECIFICATION

Essential • Interest in marketing and communications • Good written communication skills • Great attention to detail • IT skills (Word, email, social media platforms) • Organised and able to manage time effectively • Ability to work both independently and as part of a team • Willingness to learn and develop professionally Personal Qualities • Empathetic and values-driven (aligned with supporting unpaid carers) • Enthusiastic and proactive • Creative thinking and willingness to contribute ideas • Comfortable working in a small, collaborative team
Desirable • Interest in/knowledge of caring • Awareness of the voluntary/community sector • Experience creating content (e.g. posts, videos, graphics) • Experience with any of the following: MailChimp, WordPress, Canva, Hootsuite (or similar)