

Job Description

Title:	Marketing Assistant
Apprenticeship Programme:	Level 3 Advanced Apprenticeship - Multi-Channel Marketer Apprenticeship
Reporting to:	Sales and Marketing Manager
Contract:	Apprenticeship Contract – 40 hours per week for approximately 17 months
Pay:	Apprentice NMW

Purpose

To support the Sales and Marketing Manager with customer focussed marketing activities that drive the demand for programmes/holidays at Mount Cook through awareness raising and/or perception building to ultimately generate bookings at Mount Cook.

The role will also support day to day management of enquiries and bookings.

Duties

Support and training will be provided on all duties.

- Work with the Marketing Manager to execute marketing campaigns
- Write blogs and send monthly e-newsletters
- Assist answering queries via email and phone calls from customers
- Create and upload social media content in accordance with social media strategy
- Update and maintain online listings
- Assist generally with sales and bookings
- Administrative tasks and data entry
- General additional ad-hoc clerical and administrative duties

Details of Training Programme

Title:	L3 Advanced Apprenticeship Multi-Channel Marketer
Duration:	Face to face training over 12 months 5 months to prepare for and complete End Point Assessment
Content overview:	Fundamentals of Marketing <ul style="list-style-type: none">▪ Marketing▪ Principles of Marketing▪ Data Analysis Content Marketing <ul style="list-style-type: none">▪ Marketing Theory & Techniques▪ Applying the Marketing Mix▪ Customer Relationship Marketing▪ Marketing Strategies to support Marketing Campaigns Marketing campaign fundamentals <ul style="list-style-type: none">▪ Project Mindset▪ Marketing Planning▪ Planning multi-channel campaigns
End Point Assessment:	Project Report

Presentation with questions
 Interview underpinned by a portfolio of evidence

Marketing Assistant		
PERSON SPECIFICATION		
	Essential	Desirable
Personal skills	A passion for the Mount Cook mission: to provide access to the outdoors for all, especially those who might not otherwise have the opportunity.	Social media experience. Familiarity with Facebook, X and Instagram is ideal.
	Basic IT knowledge such as Microsoft Word and Outlook. Training will also be provided, but a good base understanding is ideal for this role.	A love of the outdoors
	Enthusiasm to learn new skills and take on new task.	Telephone skills
	Excellent communication	An interest in writing, as this role will include a variety of writing tasks.
		Good time keeping skills
		The ability to work independently, although guidance and support will be offered throughout.