



Digital Content Marketing Apprentice

37.5 hours per week based at Sci-Tech Daresbury and home working
Salary: £19,000

[MCS](#) is a mark of quality for the renewables industry. The company creates and maintains standards that allow for the certification of low-carbon products, installers and their installations, used to produce electricity and heat from renewable sources.

This is an exciting time to join MCS: in 2021, they reported exceptional growth and they now must continue to ensure they are at the heart of the UK's drive to meet net-zero carbon by 2050.

Domestic energy is playing a huge part in achieving this target. However, deciding to invest in renewable energy remains a big step for many people; made more confusing by jargon and complicated financial models. MCS aims to cut through difficult language and complex processes as a way of 'Giving people confidence in home-grown energy.'

Something 'home-grown' is something that matters to people personally – which they can take pride in. That's exactly the feeling MCS want to create across the UK as we help more and more people embrace a home-grown energy future.

Are you a self-motivated, creative individual looking to spark your career in the digital industry? MCS is looking for a Digital Content Marketing Apprentice to join their team at Sci-Tech Daresbury, near Warrington. You will be part of the growing communications team at MCS, working alongside the Communications Manager and Digital Communications Executive to create powerful, rich content for all the company's digital channels.

Apply Now!

Job description.

As a Digital Content Marketing Apprentice, you will be planning, developing, creating and evaluating content for the business. Your job responsibilities would include (but not be limited to):

- Help to manage digital channels, with day-to-day reporting and explanation of requirements for analysis, specification and design of projects, on a technical and non-technical basis
- Deliver strong, innovative, and creative digital communications through research; writing, editing and proofreading; distributing across multiple channels.
- Plan, develop and deliver digital communications plans and campaigns for selected target audiences to support core projects and objectives.
- Develop and update the MCS website using WordPress, ensuring that content is relevant, up-to-date, fully optimised and engaging.
- Oversee the MCS social media communities using scheduling tools, including producing dynamic content, liaising with the communications team and company to issue key updates, and assisting with installer/consumers queries.
- Implement and support content marketing strategies including social media, website, blog, and more
- Plan, brief and help to manage production of rich content, e.g. photography or videography for digital channels
- Communicate with the wider communications team to help plan digital projects
- Help to analyse the performance of the full suite of digital channels, using analytics tools
- Collate and address feedback on digital channels from team members, contractors, and other key stakeholders
- Assist with the promotion of external events, including our calendar of industry webinars, trade shows and company away days, using digital platforms e.g. live social media coverage
- Embody the MCS brand and ensure that all brand guidelines are always followed. You will ensure that all MCS communications are 'on messages' and adopt the right tone for different audiences.

As an MCS employee, you will have the ability to demonstrate, understand and apply our company values. These are embedded in all roles across the business, and you should evidence these values as part of the application process:

- Expert
- Inspiring
- Collaborative
- Principled
- Determined

You will be working in the office a minimum of 3 days a week, with flexible working from home available when needed.

Work perks and benefits.

- 25 days' annual leave per annum – increasing to 28 days with 3 years' service, and to 30 days with 5 years' service
- Flexibility to support some home working
- 8% company pension contribution
- Access to and support with continuous professional development
- Access to salary sacrifice schemes, such as Cycle2Work
- Fully expensed Christmas party
- Payment of one professional subscription
- Access to a mental health first aider and counselling support
- Provision of free fruit, tea and coffee, soft drinks and breads and spreads in the office
- An innovative, brand-new office environment that encourages collaboration
- Attractive HR policies including enhanced maternity/paternity leave, sick leave, and emergency paid leave

Skills required

- Communication skills
- IT skills – Microsoft Office
- Attention to detail
- Organisation skills
- Team working
- Creative

Personal Qualities

- A keen interest in digital marketing, social media and content production
- Creatively minded
- Well organised
- Motivated
- Friendly
- Commitment to personal development

Entry Requirements

- A-C (4-9) English and Maths at GCSE or equivalent
- A passion for social media and digital content!

Training to be provided

The Juice Academy is a digital marketing Academy based in Castlefield, Manchester. They train up to 80 apprentices a year, whilst the apprentices work with businesses around the North West (and sometimes further afield!). The training is delivered by industry professionals from their sister company, Tangerine Communications. The Juice Academy training sessions are a hybrid of face-to-face learning within the academy in Castlefield, and online delivery via Zoom. Apprentices will also receive the on the job training in the workplace. The final three months of the course will be the 'assessment period' during which apprentices are expected to produce a portfolio of work and complete a series of assessments. Full digital marketing training to be provided on-the-job and off-the-job. The Juice Academy partner with Apprentify, who support apprentices in the workplace through development coaching.

The qualification will include:

- Level 3 Content Creator

Things to consider

You apply on [The Juice Academy website](#), filling in the written application form to the best of your ability, paying attention to spelling, grammar and punctuation. Successful candidates will be invited to attend a recruitment 'Boot Camp' where you will meet our employers and have the chance to grab a job. If you are successful, you will then be invited to have an interview with the employer. Please mark clearly on your application if you will be unavailable to start on this date and we will consider you for future selection days.

Note: The Juice Academy will recruit a number of apprentices to start in-between 4th-25th of July and while you're applying for a position with this employer your application may be sent to other employers if it's unsuccessful with this employer.

*Please note: For the first year, you will be paid a salary of £19,000. Thereafter, your pay will be reviewed. All salaries are set at the employers' discretion; however, this will be the minimum you will receive.

Future Prospects

Digital Marketing is one of the fastest-growing sectors in the UK, so prospects upon completion are very promising with industry experience and a qualification under your belt. Job titles include, but are not limited to:

- Junior Content Producer
- Social Media Executive
- Digital Marketing Executive
- Content Executive