

# Up Moving On

Supporting East Sussex residents, living in supported and temporary accommodation, to secure an apprenticeship or employment, and permanent housing.

**Employer:** Lets Do Business Group

**Location:** St Leonard on Sea, East Sussex (close to railway station)

**Hours:** Monday - Friday, 9.00am - 5.00pm with half hour unpaid lunch. Total hours per week: 37.5

## What is the job?

Lets Do Business is a successful company established 20 years ago with an award winning reputation. They work with ambitious entrepreneurs who have a great drive to be successful. The Lets Do Business Group, are an award-winning social enterprise established to help local people and businesses to achieve their dreams.

## You will be supported to learn how to perform the following tasks:

- Social media management via Hootsuite (timing content to go out on social media)
- Content writing (articles, case studies, website)
- Proofreading
- Content management & editing
- Improving the websites SEO (Search Engine Optimization)
- Running reports for campaign results/website performance
- Video editing
- Manage business social media profiles such as Facebook, Twitter, LinkedIn & Instagram
- Build followers and increase engagement across all social media platforms
- SEO activities to increase website traffic
- Image editing - cropping, resizing, other Photoshop work

**Role:** Level 3 Digital Marketing Apprentice - 18 months

**Salary:** £14,000 - £15,000 per annum





What skills do I need? The top 3 skills for this post are:

1. You have a good knowledge of different media platforms such as Facebook, Twitter, LinkedIn.
2. You have some experience or aptitude for writing and creating posts
3. You have some experience or aptitude for using digital technology

What attributes or other qualities do I need? Top 3 attributes for this post are:

1. An interest in writing and creating social media content. This means that you have a good standard of English
2. You have creative flair and enjoy coming up with new ideas
3. You are organised and committed to learning how to create effective campaigns and content on social media platforms

What experience do I need?

- Ideally, GCSE's Grades 4/C (or equivalent) in Maths and English, but Level 2 Functional Skills English and Maths will be offered, if required
- Ideally, experience of IT and Internet.
- Experience of using social media platforms or writing content would be an advantage

What Else does the job offer?

- Level 3 Digital Marketer apprenticeship standard, which includes Level 2 Functional Skills in maths and English (if required)
- End-Point Assessment (EPA)
- Apprentices work with a lead tutor, who will be delivering a mixture of online learning and face-to-face learning in the workplace. Visits include some 1 to 1 time, observation of the learner working as part of the assessment and feedback process.
- Permanent position for the right candidate following the apprenticeship
- 20 days per year holiday entitlement
- Opportunity to join the company pension scheme

**Closing date:** 20<sup>th</sup> May 2022

### Additional information:

What does a digital marketer do?

[Digital marketer job profile | Prospects.ac.uk](#)

### Top Tip!

In the Digital and Creative industries, there is a lot of flexibility in recruitment. Employers are looking for creative people with ideas who understand how social media can be used to for target audiences. If you have created successful social media or campaigns on personal accounts, or have produced any digital artwork, you can attach these (or links to them) on your CV or showcase your work at the interview.

Company website:

[Let's Do Business Group \(letsdobusinessgroup.co.uk\)](#)

To find out more about this post and the extra support offered to help you apply, including how to access bursary payments on the Moving On Up programme, please email:

[movingonup@sussexcommunity.org.uk](mailto:movingonup@sussexcommunity.org.uk) Please note that referrals must be made by a support worker or other professional who supports you.