

Job Description

Marketing Kick-Start Apprentice(s)

Employer: Teaching Art Ltd.

Location: Millennium House, Brunel Drive, Newark, Notts, NG24 2DE

Business: Teaching Art is the parent brand of SAA, the UK's largest artist community with over 38,000 enthusiast and professional members. In addition to providing its' members with content and services, the SAA supplies members and customers with a comprehensive catalogue of art materials through its e-commerce sites and B2C catalogues.

The Teaching Art Brand, also encompasses Artco, a leading manufacturer, distributor and wholesaler of fine art, graphic and stationery materials including its own brand Frisk, to retail and educational organisations; Ready Steady Paint, a children's art subscription programme and Artgallery.co.uk, an online market place for artists to sell their original work.

Responsible to: Product Marketing Manager / Membership Manager

Main Role and Objective

An integral part of a busy and friendly marketing team, you will co-ordinate with the rest of the department for the completion of key marketing tasks - both online and offline. The role will allow the apprentice the opportunity to be involved with all aspects of the marketing mix, across all our brands.

Principle Duties and Responsibilities

- Support membership and product sales through e-commerce sites and other online channels
- Support the creation and testing of email and direct mail campaigns to recruit new members
- Designing and implementing content for web sites and email communications
- Co-production of art material mail order catalogues and supporting collateral
- Developing skills in copywriting to compose and implement creative and engaging copy required for key online and offline projects
- Co-developing and implementing advertising and membership recruitment/retention campaigns
- Production of brochures, leaflets and other promotional literature
- Supporting the development of new content for social media and blogs across all our services and brands.
- Supporting the marketing team with administration tasks to help service our members and customers

Skills and attributes:

The successful candidate will need to demonstrate good communication skills, with an interest in marketing. You will have good attention to detail and be open to learning. Candidates must be able to work well in a team and be willing and helpful.

You will be proactive, full of ideas and capable of multi-tasking. You will be expected to contribute effectively to the Marketing Department and assist the Marketing Team with all aspects of marketing.

Knowledge:

We understand that the KickStart Programme maybe the first opportunity to gain experience in marketing, but the candidate should have a good understanding of social media and have good computer skills.

Qualifications:

- Desirable: two A-Levels (or equivalent)
- Desirable experience of using design packages

Attitude:

Must enjoy the challenge of general e-commerce, direct marketing, and membership recruitment, be enthusiastic, like people and want to help the company to succeed. Be outgoing and want success.