

Section 1. Vacancy Details	
Vacancy Title	Level 3 Marketing Assistant Apprentice
Employer Name	Thornton & Lowe Ltd
Employer Address	40 Higher Bridge Street, Bolton, BL1 2HA
Number of employees	24
Contact Details	
Title	Mr
Surname	Turner
First name	Chris
Position	Design & Communications Manager
Telephone	n/a
Email	christopher@thorntonandlowe.com
Preferred form of contact	Email
Short Vacancy Description (this is what the candidates will first see, make it eye catching and punchy!)	<p>The role offers the opportunity to work on marketing projects, providing the opportunity to gain experience on different disciplines. With the company expanding, this is a great time to join a forward-thinking business with some exciting opportunities to develop your career.</p> <p>The role is extremely varied and you will need to be able to work under pressure and demonstrate a 'can do' attitude to assist other members of the team as necessary.</p> <p>The main duties of the Marketing Assistant include:</p> <ul style="list-style-type: none"> • Collate and prepare all relevant information for orders to ensure the work is carried out and conducted in a timely, efficient manner • Assist with customer follow up activity and report back where appropriate • Conduct market research and competitor analysis • Assist in writing and proofreading creative copy for online communications • Assist in graphic design work for customer orders. • To keep updated at all times on marketing activity, as well as with information regarding the company, competitors, and the commercial market. <p>The role offers the opportunity to work on and support marketing projects including:</p> <ul style="list-style-type: none"> • Design and implementation of Email campaigns • Contribute new ideas and improvements to existing campaigns and communications

	The hours of work are Monday to Friday 9 am till 5:30 pm. You will work towards an Advanced Level Marketing Assistant apprenticeship delivered by JGA.
Full Description of Vacancy	<p>The broad purpose of the role of Marketing Assistant is to support customer focussed marketing activities that drive the demand for a product or service through awareness raising and/or perception building to generate results to the bottom line. As part of the Marketing team the Marketing Assistant will contribute to the implementation of the Marketing strategy and plans. They will be responsible for delivering day-to-day marketing activities across a multitude of platforms, channels and systems that are essential to the Marketing function and activities of the company. They will support the business with marketing, through email campaigns, data monitoring and reporting, and graphic design work, and interact with colleagues from the bid team, operations and finance, as well as with clients/customers and suppliers such as printers, digital agencies etc.</p> <p>The apprentice would assist with coordinating and delivering specific marketing activities which could include, but are not limited to, marketing content creation, background market and customer research, monitoring campaign analytic and collecting data, using relevant marketing software/systems, maintaining marketing administration activities such as managing the supply of marketing literature, tracking marketing expenditure, supporting the procurement of, and overseeing the delivery of work by external and internal marketing suppliers.</p> <p>On completion of the Apprenticeship, many transferable skills will have been acquired, lending themselves to a variety of careers and job pathways. Staying in marketing or graphic design are the most obvious routes, but other options are available dependent on the individual and their preference and appetites.</p>
Level & Standard	Level 3
Programme Length	18-24 months
No. of positions available	1
Weekly Wage	£5.00 per hour £187.50 per week
Weekly Hours	37.5 hours minimum, Monday to Friday between 9.00 am to 5.30 pm
Future Prospects description	The employer is looking for the Apprentice to transition into a full-time member of staff.
Location	Bolton, Greater Manchester
Additional Benefits	

2. Further Employer Details	
Employer Description	Thornton & Lowe is a bid management consultancy business, helping businesses to bid and win formal contracts.
Employer Website	www.thorntonandlowe.com
4. About the Candidate	
Skills Required	Previous experience is a strong advantage in a similar role, but above all it is the personality. You will be provided with training and help in every task you are undertaking

Qualifications Required	GCSEs (or equivalent) in English and Maths at grade 4 (equivalent to a C) or above is desired.
Professional and Personal Qualities	<p>The Ideal Candidate</p> <p>Excellent computer skills (MS Word, MS Excel and MS PowerPoint)</p> <p>Self-motivated with ability to prioritise and schedule work</p> <p>Organised and methodical with excellent attention to detail</p> <p>Desirable</p> <p>Good interpersonal skills, influence and impact, working with others</p> <p>Knowledge of MS Project and project management</p> <p>Good organisational skills with ability to use own initiative</p>

5. Additional Detail

Important Other Information/Things to consider	<p>The National Minimum Wage for an apprentice is £4.15 an hour from the 1st of April 2020. This rate applies to apprentices under 19 AND any apprentice, regardless of age in their first year of apprenticeship. Apprentices must be paid at least the minimum wage rate for their age if they are aged 19 or over and have completed their first year. The minimum wage rates are £4.55 an hour for under 18-year olds, £6.45 for 18 to 20-year olds, £8.20 for anyone aged 21 to 24 and £8.72 for anyone 25 and over.</p>
Disability Confident:	<p>Yes/No</p> <p>If you want to register as a Disability Confident organisation, it is free to do so - please see the link below:</p> <p>https://www.gov.uk/government/publications/disability-confident-guidance-for-levels-1-2-and-3/level-2-disability-confident-employer</p>

6. Supplementary Application Form Questions

Question 1:	Why are you applying for a Marketing Apprenticeship?	Optional, but recommended to increase calibre of applications
Question 2:	Please outline your travel arrangements including your journey time.	

7. Key Dates

Closing Date	
Interview Start Date	

Possible Start Date	
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