Digital Marketing Apprentice

About us

**We are a full-service law firm based in Newcastle upon Tyne serving clients throughout the UK and further afield. We have an outstanding reputation for delivering high quality partner-led advice with exceptional personal service.**

Our team includes 30 partners, 85 fee-earners and 40 people in support roles. Our client base includes large companies, owner managed businesses, healthcare professionals, leisure operators and rural businesses.

With a history stretching back over 125 years, we recognise the importance the contribution that businesses like ours should and can have on the local community and we, therefore, encourage our partners and employees to get involved and give back to the local community in which we live and work.

Our vision is to set the standard for legal excellence and in doing so, to become the law firm of choice for businesses, organisations and individuals.  To meet our vision and deliver an outstanding service we employ individuals who understand our clients’ needs, take pride in what they do and how they do it.  Our values go to the heart of the firm. They define who we are and how we work. It is by remaining true to our values that we will achieve our vision. This is what we value most:

* **Teamwork** – we trust and respect one another. We see strength in our diversity as individuals and as a practice. We achieve the best outcomes for clients when we work collaboratively, recognizing and respecting the different perspectives that we bring.
* **Excellent Client Service** – We take the time to truly understand our clients’ needs and aim to provide practical, tailored and commercial solutions – not just options – to help them achieve their goals. Through hard work and commitment, we aim to develop long-term relationships with all our clients, taking pride in the value that we add.
* **Professionalism** – We work to the highest professional and technical standards, acting with the utmost integrity at all times. We are fiercely proud of our reputation as being a trusted adviser to our clients, often over several generations, and continually strive to ensure that our clients’ interests come first and foremost.
* **Our People** – We work together to create an open, supportive and friendly working environment where our people feel valued, can develop their careers and achieve their professional ambitions.

If this sounds like a vision you would like to be a part of, our values resonate with your own personal values, and you meet the requirements of the role described, we’d be delighted to hear from you. Please read on!

Digital Marketing Apprentice

We are looking to recruit a Digital Marketing Apprentice to join our Marketing team.

Reporting to the Head of Marketing, the successful candidate will work with the Marketing team to support the firm to deliver its marketing and business development strategy.

Key tasks to include:

* Provide digital support and assistance across the marketing team
* To work to the firm brand guidelines and marketing briefs to meet deadlines
* To get involved in planning, creating, running and monitoring multi-channel campaigns
* To help upload content and imagery to the firm website and other relevant websites
* Use Adobe products to assist with design and video projects
* To get involved in increasing engagement via social media channels
* To learn how to analyse and interpret data on a variety of topics including Google Analytics and the effectiveness of campaigns
* To help source information and present it in a variety of formats including content for websites, social media activity, online newsletters, adverts, printed leaflets and brochures
* To monitor and reply to online enquiries, including bookings for events and requests for information
* To create and monitor online surveys where required
* To help with the organisation of events on and off site to promote the firm, attending where required
* Offer support with PR administration
* Database creation and maintenance
* Assist in providing necessary market information and other facts necessary to address briefs
* Manage email and other databases, keeping spreadsheets clean and fresh
* Update and maintain the firm CRM system
* Stock control of corporate merchandise and literature
* Preparing the online weekly marketing document
* Oversee the marketing and sports online calendars
* Preparation of basic PowerPoint presentations, observing house style at all times

Normal working hours will be 08.30 to 17.00 Monday to Friday, but flexibility may be required on occasions to support firm events and marketing projects.

Requirements

The ideal candidate will have a keen interest in digital marketing, design and creative, with some experience of the Adobe suite of products and a good working knowledge of social media networks.

An enthusiastic and professional approach is essential, as are good communication skills and the ability to work with a diverse group of people.

We are looking for someone who is a good problem solver, confident and articulate and keen to learn. It is vital that the successful candidate asks questions and wants to be involved – inquisitive with a hunger for learning, organised and ethical.

GCSE Maths and English (or equivalent) at grades 5 or above are required.

To apply

Please send your CV with a covering letter to Lewis Johnson at QA ([lewis.johnson@qa.com](mailto:lewis.johnson@qa.com)). Telephone contact details are: 0191 231 6034 / mobile 07914476554.

Closing date: 16 September 2021.