

**Fresh Egg Digital Marketing Apprenticeship 2016/17**

Are you hardworking and passionate about online marketing? Do you love the idea of joining some of the brightest minds in digital? Are you interested in furthering your career prospects?

The people are the most important part of Fresh Egg, so we invest in their ongoing learning and professional development. This year, we are pleased to offer an exciting opportunity to a limited number of apprenticeship candidates. If you are successful in your apprenticeship application, you will gain experience in a selection of the below areas of digital marketing.

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| What you can expect   * A year-long digital marketing course with regular college attendance * First class training and guidance from some of the leading names in the industry * A busy, bustling and creative working atmosphere * The opportunity to attain extra-curricular qualifications, such as the Google Analytics IQ accreditation | Not to mention…   * Access to our in-office gym, pool table and darts board * Your own desk and equipment * All the tea and coffee you can drink! |

Biddable media

Discover how to devise and implement PPC/display strategies across a variety of client accounts and learn how to manage the campaigns in accordance with these strategies. Assist in carrying out technical ad changes, and analysing and drawing insight from third party analytics data.

Technical SEO (search engine optimisation)

Gain valuable insight into the workings of SEO campaigns across a range of websites. Assist in carrying out ‘hands-on’ onsite and technical changes, analysing and drawing insight from third party analytics data, and conducting basic technical research. Discover how a truly integrated search campaign can maximise results for clients.

Inbound marketing

Assist with the implementation of integrated inbound marketing campaigns across a number of client accounts, as well as Fresh Egg itself. Learn about efficient day-to-day management of client accounts, including carrying out some ‘hands-on’ elements, such as content creation and optimisation. Work with the different departments to coordinate campaign and account activity.

Insight

Learn more about the data behind websites, what it all means, and how to use that information to drive initiatives that will help clients achieve their objectives. This placement involves interpreting information, spotting patterns, and understanding what they mean. You will use some key tools, including Google Analytics.

Account management

A chance to think from the other side – what does the client want and how can we give it to them? Look at how integrated campaigns can be created and implemented, and learn how to build strong and lasting relationships with clients. Not to mention gaining that elusive commercial experience that is great in any chosen career path.

**Digital Marketing Apprenticeship Application Form 2016/2017**

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| **You** | |
| Name |  |
| Address: |  |
| Telephone: |  |
| Email |  |

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| **Education** |
| High school: |
| GCSEs studied and grades achieved: |
| College: |
| AS levels studied and grades achieved: |

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| A levels chosen and reason for choosing them: |
| How did your exams go? |
| **Work** |
| Please outline any work experience that you have had to date, including any unpaid work. |

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| **Interests** |
| What is your favourite social media channel, and why? |
| What extra-curricular activities do you take part in? |
| Why are you interested in a digital marketing apprenticeship and what appeals to you most about the apprenticeship at Fresh Egg? |
| Do you run a blog, website or similar? |
| Do you like comics, star wars, transformers or something else? |

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| **Innovation** |
| What is the most innovative/entrepreneurial thing you have done? |
| When have you had to work under your own steam? |
| **Sell yourself** |
| What else would you like to tell us about yourself that we haven’t asked? |