Digital marketing apprenticeship.
Job description.
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1. **Introduction**
   Founded in 2000, Fresh Egg is an integrated digital marketing agency with a 13 year heritage in search marketing and web design.

   With offices located in Worthing, London and Australia, the agency has a large staff specialising in analytics and insight, organic and paid search, display advertising, conversion rate optimisation, social media, content marketing, and web design and development.

   The company works with brands including Liberty, John Lewis and Vodafone, as well as many smaller category leaders across various sectors, including automotive, retail, travel, and finance. The agency is one of 31 Google Analytics Certified Partners (GACP) in the UK and a Google AdWords Certified Partner. Fresh Egg is also one of only six UK certified partners of the conversion optimisation and multi-variant testing provider, Optimizely.

   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 be in a position to offer an exciting opportunity to a limited number of lucky candidates. If you are successful, you will gain experience in three key areas of digital marketing.

2. **The apprenticeship**
   The apprenticeship will involve 4 days per week at work, with 1 day per week spent training under the guidance of creative & media specialists at Dv8 Sussex. You’ll receive a weekly wage of £100 (we will also cover your travel costs to get you to work if you live outside of Worthing). The apprenticeship lasts for 1 year, and upon completion you’ll have a Level 3 Advanced Apprenticeship in Social Media & Digital Marketing.

   Dv8 Sussex is a specialist creative and media training provider, and has been run by industry professionals for over 10 years - providing a real working experience of being in a small creative company. Our central Brighton training centre is fully equipped with the latest industry-standard software, including Adobe Creative Suite.

   This Advanced Apprenticeship in Social Media & Digital Marketing offers apprentices the chance to have a paid job within an exciting company, whilst receiving expert training and gaining a qualification.

3. **The job**
   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 be in a position to offer an exciting opportunity to a limited number of lucky candidates. If you are successful, you will gain experience in three key areas of digital marketing.
4. **Areas of focus**

**Biddable media**
Discover how to devise and implement PPC/Display strategies across a variation of client accounts and learn how to manage the campaigns in accordance with these strategies. Assist in carrying out technical ad changes, 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’ on-site 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 and 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.

5. **What we’re looking for**

**Skills Required**
- Numerate – good with numbers and arithmetic
- Analytical – methodical and analytical in thinking
- Good written English
- Some knowledge of paid search and general marketing objectives
- Good commercial acumen
- Good working knowledge of social media networks
- Knowledge of Facebook advertising products would be beneficial

**Personal Qualities**
- Good problem solver
- Confident and articulate
- Someone who is keen to learn, ask questions and wants to be involved – bright and inquisitive with a hunger for learning
- Good problem solver – can connect the dots between elements and derive a conclusion
- Organised and ethical

**Qualifications needed**
You’ll need grade A*-C GCSEs (or Level 2 Functional Skills) in English, Maths, and ICT – but if you do not have these qualifications we may be able to help you to acquire them.

If you already have a Level 4 qualification, you are eligible for a Level 5 or above Higher Apprenticeship only.
6. **Application process**
   - Applications will formally open in May 2015
   - In the meantime, please submit your CV and a covering email to apprenticeships@freshegg.com
   - Interviews will take place at Buckingham Road, Worthing. There will be a written assessment to complete as part of the interview process.

7. **Finally...**
   Our biddable media team is based in our London office, therefore a requirement while you are working within this discipline will be spending one day a week working from the London office (near Farringdon station). For the rest of the week, you will have regular remote access to the biddable team via Skype and telephone. All travel expenses will be paid.