

## **Multi-Channel Marketer Apprenticeship**

**Salary:** £24,000 per annum

**Contract Length:** 18 months, with potential for permanent employment upon successful completion of studies.

**Employer:** SweetTree Home Care Services

**Location:** NW6 3QH

**Duration of Studies:** 16 months

SweetTree Home Care Services is a multi-award-winning provider with an outstanding CQC rating, dedicated to delivering exceptional home and community-based care for over 20 years. Our mission is to make a positive impact on the lives of our clients, and we are now seeking a passionate and dynamic individual to join our team.

We are offering an exciting opportunity for a **Multi-Channel Marketer Apprentice** who is eager to develop skills and gain hands-on experience in a supportive and innovative environment. Our team thrives on innovation and embraces new ideas—nothing is ever off the table! While we are primarily a domiciliary care provider, our unique care farm offers additional opportunities for creative storytelling and engagement, making it a unique aspect of our business. At SweetTree, we ensure that our charter and mission are embedded in everything we do, creating an environment where individuals can truly make a difference.

At SweetTree, innovation and creativity are at the heart of what we do. While we are primarily a domiciliary care provider, we also have a unique care farm, offering endless opportunities for storytelling and engagement. Our team values collaboration, fresh ideas, and continuous learning, ensuring that everyone can contribute and grow.

If you have a keen interest in marketing across digital and traditional platforms, thrive in a creative setting, and are looking to build a career in marketing, we would love to hear from you!

### **Key Responsibilities:**

- Assist in the creation, editing, and scheduling of social media content across multiple platforms.
- Support the execution of marketing strategies across various channels, including email, social media, digital, and print advertising.
- Conduct market research to identify trends, competitors, and customer needs.
- Assist in updating and managing the company website and blog using CMS tools (e.g., WordPress).
- Draft and edit print and digital materials such as promotional leaflets and presentations.
- Monitor and report on marketing performance metrics.
- Assist in event planning and coordination, including events such as shows, webinars, and workshops.

- Provide administrative support, including maintaining the marketing calendar and managing platform subscriptions.

### **Key Skills & Experience Required:**

- Strong interest in marketing and digital communication.
- Excellent verbal and written communication skills.
- Creative mindset with a keen eye for detail.
- Basic understanding of social media platforms (Instagram, LinkedIn, Facebook, X).
- Strong organisational and time-management skills.
- Proficiency in Microsoft Office (Word, Excel, PowerPoint).
- Experience with design tools (e.g., Adobe Creative Suite, Canva) is desirable.
- Willingness to learn and adapt to new tools and technologies.
- Positive attitude and proactive approach to tasks.

### **Eligibility Criteria**

To apply, you must:

- Have the right to work in the UK.
- Be a UK citizen or have lived in the UK or EEA continuously for the past three years.
- Be able to apply the learning to your role.
- Not have previously studied the course content.
- Not be undertaking any other qualification during your apprenticeship.
- Be willing to undergo a fully enhanced Adult & Child DBS check.

### **What We Offer in Return:**

- Ongoing support and development, with accredited training.
- 25 days annual leave plus 8 bank holidays.
- A "Me Day" - an extra day off plus £20 to spend on yourself.
- Health & Wellbeing Programme.
- Access to shopping and service discount platforms.
- Free eye care vouchers.
- Free DBS check.
- Company Pension Scheme.
- Longevity Service Awards.
- Employee Assistance Programme.
- Social events, including Christmas and Summer parties.

If you are ready to kick-start your marketing career in an engaging and forward-thinking environment, apply today!