

Vacancy Details	
<b>Job title</b>	Digital Marketing Apprentice
<b>Employer Name</b>	BMG Rights Management Services UK Ltd
<b>Vacancy Location:</b>	5 Merchant Square, Paddington, London, W2 1AY
<b>About the Apprenticeship</b>	<p><b>Responsibilities:</b></p> <ul style="list-style-type: none"> <li>• Provide analytics and reporting from a variety of sources, alongside making useful assumptions for the digital marketing managers.</li> <li>• Manage day to day digital admin including updating links, copy, tour dates, websites, etc.</li> <li>• Assist with digital channel management including (but not limited to) social media, Spotify, Apple Music and YouTube.</li> <li>• Create digital marketing visual content - both static and animated.</li> <li>• Run smart linking and data collection platforms.</li> <li>• Develop updates and information for the digital team on social media updates and opportunities.</li> <li>• Help with marketing department admin, including chart reports, release schedules and taking notes in meetings.</li> <li>• Maintain digital marketing office admin, including note taking, purchase order creation, release schedules, etc.</li> <li>• Provide reporting for the wider marketing team.</li> </ul>
<b>Weekly Wage:</b>	(£18,000/year)

<b>Working Week:</b>	Monday-Friday (10am – 6pm)
<b>Future prospects description:</b>	Upon completion of the Apprenticeship and evaluation by the company’s supervisors, the successful candidate may be offered a job at the end of the Apprenticeship.
<b>Employer Details</b>	
<b>Employer Description:</b>	<p>We are a growing international music company that offers a friendly and collaborative working environment with great benefits and a leadership team who value every employee.</p> <p>Our mission is to be a better kind of music business. That’s why we offer the best creative support, provide the best access to platforms and work hard to maximise the value of each and every copyright, ensuring all our artists receive all payments promptly and accurately.</p> <p>We are not a technology company – though we use the best technology. We are not just a music publisher or record label – although we offer both services.</p> <p>BMG is a company with <b>service, transparency and fairness</b> at its heart and a commitment to being the best music company for songwriters, artists and everyone who works with us.</p> <p>We are a division of the Bertelsmann Group which includes Penguin Random House, RTL Group and Arvato.</p>
<b>Employer website</b>	<a href="http://www.bmg.com/uk">www.bmg.com/uk</a>
<b>About the Candidate</b>	
<b>Skills required:</b>	<ul style="list-style-type: none"> <li>• Social Media Savvy</li> <li>• Creative thinker</li> <li>• Ability to work on multiple projects at the same time</li> <li>• Good attention to detail and time management</li> <li>• Strong communicator who is confident to build collaborative relationships with internal and external stakeholders</li> <li>• Working knowledge of online and digital marketing, including social media channels and trends</li> <li>• Experience in paid social and digital advertising, digital file formats - both audio and video</li> <li>• Working knowledge of Photoshop, Premiere and other Adobe suite tools</li> </ul>

	<ul style="list-style-type: none"> <li>• Experience using Wordpress or other CMS</li> <li>• Data analysis including Google Analytics etc</li> <li>• Proficient in Excel and Office suite</li> </ul>
<b>Personal Qualities:</b>	<ul style="list-style-type: none"> <li>• A passion for creating content for creative and digital media</li> <li>• A strong work ethic and commitment to meet the standards required</li> <li>• Eager to learn</li> <li>• Ability to generate ideas and concepts independently as well as working within a team</li> <li>• And of course, a love of music!</li> </ul>
<b>Qualifications Required:</b>	<p>Minimum qualifications are English, Maths and ICT GCSE's level A-C or equivalent.</p> <p>Graduates can apply but a degree is not necessary, nor will it give you an advantage. Common sense, a good attitude, and a demonstrable passion for building a career in the music industry is important.</p>
<b>Additional Detail</b>	
<b>Important Other Information.</b>	<b>Candidates who are shortlisted must be available on the 27<sup>th</sup> of March 2019 to attend an Assessment Day which will include their first interview.</b>
<b>Reality Check:</b>	Do not contact the employer directly; failing to adhere to this will see your application automatically withdrawn.
<b>How to Apply</b>	
<p>To apply for this vacancy you must complete an application form and return this to <a href="mailto:recruitment@divaapprenticesips.com">recruitment@divaapprenticesips.com</a>. CVs will not be accepted.</p> <p>You can find an application form on our website at <a href="http://www.divaapprenticeships.com">www.divaapprenticeships.com</a></p> <p><b>Do not contact the employer directly; failing to adhere to this will see your application automatically withdrawn.</b></p>	
<b>Supplementary Application Form Questions</b>	
<b>Two Vacancy Specific Questions:</b>	<ol style="list-style-type: none"> <li>1) What trends are gaining traction in digital marketing?</li> <li>2) How would you assess your technology and IT skills?</li> </ol>

Key Dates	
Closing date	10 <sup>th</sup> February 2019
Interview start date	1 <sup>st</sup> April 2019
Possible start date	29 <sup>th</sup> April 2019
About the training	
<p>In addition to crucial 'on the job training' you will be working towards a <b>Level 3 Apprenticeship in Junior Content Producer</b>, which is the equivalent of 2-A Levels. Topics you will cover include:</p> <ul style="list-style-type: none"><li>• Media content creation</li><li>• Communication and presentation skills</li><li>• Industry awareness in the creative and digital sector</li><li>• Respond to a Media Content Brief</li><li>• Shooting Capturing, Editing and Storing Media Content</li></ul>	