

Vacancy Details	
Job title	Junior Content Producer Apprentice
Employer Name	Kycker Media Ltd
Vacancy Location:	Floor 5 Barkers Pool House, Burgess Street, Sheffield, United Kingdom, S1 2HF
About the Apprenticeship	<p>This Apprenticeship forms part of the BRITs Apprenticeship programme.</p> <p>The role will assist the marketing team to define, design, build and implement digital campaigns across a variety of online and social media platforms to drive customer acquisition, customer engagement and customer retention for the Kycker platform and to work as part of a team to deliver digital marketing campaigns.</p> <p>Key responsibilities are:</p> <ul style="list-style-type: none"> • create and upload copy and images for the Kycker Platform • write and dispatch email marketing campaigns • provide accurate reports and analysis to company management to demonstrate effective return on investment (ROI) • research new online media opportunities that may benefit the business including mobile, social media, development of blogs and forums • communicate with clients, affiliate networks and affiliate partners • conduct keyword research and web statistics reporting • contribute to social media engagement and brand awareness campaigns • use web analytics software to monitor the performance of marketing campaigns and make recommendations for improvement • contribute to company and industry blogs and manage e-communications • assist with paid media • assist developing and integrating content marketing strategies • keep up to date with current digital and music trends • assist managing the contact database and assist with lead generation activities

Weekly Wage:	(£15,000/year)
Working Week:	Monday to Friday (8:30am – 18:00pm) Some evening and weekend work may be required.
Future prospects description:	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. We would look at this moving into the full degree at the completion of the apprenticeship.
Employer Details	
Employer Description:	<p>Kycker is a free online platform created for artists to use to manage their DIY careers and earn a sustainable income from their music. Artists can distribute their music to over 850 platforms, including iTunes, Spotify and more. Users are also able to claim performance royalties from all live shows and radio broadcasts at the push of a button.</p> <p>The platform has been designed to allow musicians to corral their entire career in one place and provide mentoring and tools for direct to fan Marketing has been hailed as a “much needed innovation in artist development” by industry experts.</p> <p>Kycker is also home to a hub of video content hosted by notable music industry organisations (Such as BBC Introducing, PRS For Music, Musician’s Union) designed to provide insight into all areas of the music business. These videos are designed to apply to artists of all levels, covering standard topics such as music publishing, branding and live events all the way up to grant funding and advanced music production.</p>
Employer website	www.kycker.net
About the Candidate	
Skills required:	<ul style="list-style-type: none"> • Social Media Savvy • Creative thinker • Can work on multiple projects at the same time • Good attention to detail and time management when conducting research and keeping up to date with the latest music trends • Some marketing knowledge

Personal Qualities:	<ul style="list-style-type: none"> • A passion for creating content for creative and digital media • A strong work ethic and commitment to meet the standards required • Eager to learn • Strong Interest in Music • Ability to generate ideas and concepts independently as well as working within a team
Qualifications Required:	<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>
Additional Detail	
Important Other Information.	<p>Some international travel may be required as the organisation attends international showcasing events to collect digital marketing materials.</p>
Reality Check:	<p>Do not contact the employer directly; failing to adhere to this will see your application automatically withdrawn.</p>
How to Apply	
<p>To apply for this vacancy, you must complete an application form and return this to recruitment@divaapprenticesips.com. CVs will not be accepted.</p> <p>You can find an application form on our website at www.divaapprenticeships.com</p> <p>Do not contact the employer directly; failing to adhere to this will see your application automatically withdrawn.</p>	
Supplementary Application Form Questions	
Two Vacancy Specific Questions:	<ol style="list-style-type: none"> 1. Please give examples on how you would utilise digital marketing techniques with specific relevance to the music industry. 2. What is your go-to digital marketing tools?
Key Dates	
Closing date	<p>10th February 2019</p>
Interview start date	<p>8th April 2019</p>

Possible start date

29th April 2019

About the training

In addition to crucial 'on the job training' you will be working towards a **Level 3 Apprenticeship in Junior Content Producer**, which is the equivalent of 2-A Levels. Topics you will cover include:

- Media content creation
- Communication and presentation skills
- Industry awareness in the creative and digital sector
- Respond to a Media Content Brief
- Shooting Capturing, Editing and Storing Media Content