

APPRENTICE NATION

Job Description: Marketing & Communications Manager

If this is you, we would love to chat:

You are an all-star marketer with a passion for social change and pro-social marketing. You believe in the power of music and the limitless potential of youth. You probably work at an agency and have done some really purposeful work alongside other work that didn't inspire you. You want to work on the purposeful stuff all the time.

You should be curious about and reading anything you can on:

- The merging of purpose and brand comms
 - Marketing and tech that is good for humanity and the bottom-line.
 - Educational and social mobility disparity based on income band, geography and ethnic background
 - Music for social change
 - Performance marketing and the impact of the change of cookie and tracking policies on iOS and Google
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About Us:

As of today in the UK, if you are under 25 and Black you are 3x as likely to be unemployed than if you are White. Or if you are under 25 and Asian you are 2x as likely to be unemployed than if you are White. This keeps us up at night. We are committed to democratising access to the world of work.

Apprentice Nation is a pro-social brand platform that uses music and celebrity to inspire and engage young people, particularly those who are historically underrepresented, to get career ready and build core skills for life and work.

Using music, gigs, live and on-demand learning content we promote apprenticeships as well as many other career routes. We are not an apprenticeship provider, but rather a place young people come to discover support, tools, advice, entertainment, artists, inspiration, opportunities and fun. We help show our members that there is a ladder to their careers, and then how to get on and use that ladder.

Apprentice Nation sits at the intersection of Entertainment and Education. We produce concerts to promote the platform and gain new members. Recent concerts have featured artists such as Tinie Tempah, Raye, Ghetts, Ms. Banks, Krept & Konan, 6lack and Young T and Bugsey. The artists also act as very powerful ambassadors and role models.

We have over 25 hours (and growing) of free online curriculum. Topics range from titles like: **'Making Your LinkedIn Profile Pop'**, to **'How to Be a Hit at Interviews'** and **'Goal Setting'** to **'Stepping Out Of Your Comfort Zone'**, **'Job Hunting with a Criminal Record'** and **'Dealing with Pressure – How to Stay Real'**.

The Role:

We are looking for a full time Marketing and Comms Manager. In this new role, you'll be instrumental to our mission to change the world. You'll support the development and strategy of the marketing and communications plan, maximise audience participation and grow a highly engaged, sustainable member base. You'll do this by creating brilliant multi-channel campaigns, supporting the team in creating compelling content across all communication channels and maximizing our brand partnership relationships and their brand activations.

Apprentice Nation is funded by our brand partners so you'll have access to the best of both worlds, pro-social and brand partners. BT is our lead partner and we will be shortly be announcing another supporting partner – a loved British FMCG. You will be the key point of contact for one or more of the supporting brand partners and will work with them and their agencies to ensure we are meeting our shared objectives. You will also have the unique opportunity to work with some of the hottest artists in the UK, using their influential reach for good.

This role will report to the Apprentice Nation Lead but also has a direct line with the CEO. You will work with the wider team, but will also be responsible for growing the team over time as Apprentice Nation expands.

Apprentice Nation has just emerged from Beta and we have big plans for 10xing our impact. Besides adding more members, gigs and curriculum, we will also be expanding internationally where you will play a role in development.

More About You:

Like the young people we serve, you should be on a journey to becoming a Rockstar; a rockstar in the marketing and communications world and be ready to put your heart and soul into this role.

We're a small team with huge ambition. We place a big emphasis on collaboration and mutual respect, so proactivity, enthusiasm, willingness to get stuck in with a can-do attitude are really important. We're looking for a self-starter who's used to being resourceful, leveraging partner channels and social media to build the brand. We like curious, hard-working people who see the world a bit differently and are not afraid to be bold and innovative with their ideas. We have a strict 'no mood hoover' policy. We are part colleagues, part family.

You will have about five years of relevant experience. We are excited to welcome you in as you grow into your potential and we rise with you.

Key Responsibilities of the role will include but are not limited to:

- Lead the Apprentice Nation team in planning and delivering both ongoing marketing activity and time-specific multi-channel campaigns
- Responsible for the Apprentice Nation marketing and communications budget spread across our own and our brand partners ad spend (+£500,000).
- Own the Apprentice Nation brand and cross-channel KPIs and determine the success of channels, including budget allocation and cost per acquisition (CPA) in order to maximise efficiency and impact of spend.
- Measuring and reporting on marketing activity on weekly, monthly and yearly basis.
- Be the main point of contact with one or more of our brand partners ensuring key brand objectives and KPIs are met.
- Be the main point of contact with our partners' media agencies, playing an influential role in directing the media spend.
- Work with the team to identify marketing opportunities to attract audiences that further the Apprentice Nation brand and develop relevant strategies to leverage them. Including developing a strategy for TikTok and other current and yet to be discovered platforms and channels.
- Continue to build a strong Apprentice Nation brand - including evolving the existing brand identity, tone of voice, Apprentice Nation website and digital experience, and ensuring brand and messaging consistency.
- Have an understanding of performance marketing, keeping track of the day-to-day paid media activity such as bidding, ad copy testing, quality scores, CPA and conduct daily/weekly/monthly optimisations.
- Line management of existing Marketing Coordinator.

Person Specification

A good mix of the following as Essential Knowledge, Skills and Experience:

- 5 plus years relevant experience, likely agency side, but other background definitely considered
- Proven track record of developing and deploying successful multi-channel communication campaigns for brands
- An understanding of issues currently faced by young people in the UK today with a passion for social change – particularly for those from historically underrepresented backgrounds
- A strong understanding of current industry trends in marketing and advertising and comms techniques, with particular experience using channels that reach 16 - 24-year-olds.
- Performance Marketing - expert and curious in using Google and Facebook Marketing products - YouTube, Google Display Network, Google Ads, Instagram, TikTok advertising.
- SEO Optimisation
- Experience in CRM, specifically Hubspot experience (direct or in-direct)
- Brand partner management experience / relationship management
- Confident in providing regular reports and analysis to share with the senior management team and partners.

You should be:

- A strong communicator with an excellent eye for detail
- A solutions person with a creative flair who learns best by doing
- A lover of strategy and how to apply strategy in many creative ways
- Track record of clear planning, efficient time management and meeting deadlines
- Able to work collaboratively across various departments and with people of all levels of experience
- Strives for continuous improvement by seeking and sharing feedback appropriately and respectfully
- Learns from their mistakes and always commits to performing at their best

Benefits:

- **Salary:** Compensation based on relevant experience, ranging from £35,000 - £45,000
- Employer 5% pension contribution
- Life insurance
- Liberal maternity/paternity policy*
- Generous **holidays:** 5 weeks; including two weeks at Christmas/New Years
- Support to pursue **training, mentoring** and **coaching**; annual learning and development budget of £300
- 3 Paid days off annually for **volunteering**
- Paid spotify premium subscription

*Tiered benefit based on years of service

We are working remotely for the time being, so a stable, high-speed internet connection is a must, but will move to a hybrid set up soon. Office based in Camden, London. For the right candidate, we will work with you on geography – you can be anywhere (UK that is).

Diversity. Inclusion. Belonging. Respect. Our values. These are the principles we use to build our team. We have a national, multicultural following and we're committed to reflecting that within our team and culture.

A Bit More About Us:

Apprentice Nation is produced by [RockCorps](#) and [Multiverse](#).

Talent is equally distributed in the UK – but opportunity is not. That is why we are particularly proud to inspire those who might have been overlooked by traditional education and careers programmes. Over 36% of our members were on free school meals, 17% come from households where no one previously had a university credential, 32% are black and 29% are Asian.