Post Holder: Vacant  
Job Title: Digital Marketing Apprentice  
Department: Digital  
Reviewing Manager: Head of Digital

1. OVERALL OBJECTIVE(S) OF THE POST
Factory farming is one of the twenty-first century's great challenges, threatening not only the wellbeing of farm animals but also the wellbeing of people and planet. We are campaigning to end factory farming – this is a huge challenge but the alternative (further intensification) really would be a disaster. Through our website, social media and email communications, we are building a widespread movement of people demanding change in our food and farming. We won’t stop until we’ve achieved our mission.

The Digital Marketing Apprentice will contribute to our work by assisting the Digital Team in a range of digital marketing activities, with a focus on Google Analytics, Google Adwords, A/B testing and measuring return on investment from both social media and email broadcasts.

A year's experience will deliver solid digital marketing skills that will strongly benefit the successful candidate and any future employer.

2. POSITION IN ORGANISATION
- Reports to and works closely with the Head of Digital and Senior Web Developer
- Develops effective relationships with colleagues in the following teams: Campaigns; Direct Marketing; Database Services; and Supporter Engagement.

3. SCOPE OF JOB (expanded in Section 6)
The focus of this role is to gain understanding and experience in digital marketing (e.g. social media, email marketing, keyword advertising, testing, and analytics); and subsequently to assist in building a programme to prove the return on investment in these activities.

4. DIMENSIONS & LIMITS OF AUTHORITY
The post-holder will be responsible for the following:
- Creation/updating of web content (but not expected to write original content);
- Preparation and testing of email broadcasts;
- Preparation of social media content and assisting with A/B testing;
- Assisting the Senior Web Developer in maintaining our Google Adwords account;
- Accessing Google Analytics to help determine success of all of the above in terms of conversion rate analysis;
- Tracking/analysis of progress, and producing data for organisational reports;
- Working to agreed timescales.

1 In conjunction with relevant colleagues
## 5. PERSON SPECIFICATION

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<tr>
<th>ESSENTIAL</th>
<th>DESIRABLE</th>
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<tr>
<td><strong>Proven Ability, Qualifications &amp; Training</strong></td>
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<tr>
<td>• Numerate and literate (GCSE English and Maths minimum C grade)</td>
<td>• Educated to A-level or equivalent</td>
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<td>• Computer literacy (strong familiarity with social media networks, mobile apps, and Microsoft Office e.g. Excel, Word)</td>
<td>• Good reference from previous employer</td>
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<td>• Proven track record in attendance, time-keeping, and meeting deadlines.</td>
<td>• Additional language (main European languages or Chinese would be desirable)</td>
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<td>• Educated to A-level or equivalent</td>
<td>• Demonstrable experience running own Facebook Page/Group and/or editing own website.</td>
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| **Skills, Knowledge & Attributes** | | |
| • Understands nature of our charity work | • Interest in farm animal welfare issues and/or a desire to know more |
| • Grasp of web marketing basics – e.g. how businesses use Google and Facebook to reach new customers/supporters | • Commitment to the principles of Compassion in World Farming |
| • Well organised, with the ability to work on multiple work streams at the same time | • Excellent written/verbal communications skills, with the ability to write ad copy that people click on |
| • Strong attention to detail | • Basic knowledge of HTML |
| • Self-reliant, but able to follow detailed instructions | • Basic knowledge of Photoshop (or similar program). |
| • Enjoys working within a team and sharing responsibility and success. | | |

## 6. PRIMARY RESPONSIBILITIES

Essential duties and responsibilities include the following (note: other duties may be assigned, and percentage division of workload is estimated and may change over time):

**Digital marketing (~50%)**

(in conjunction with Digital team)

- Gain understanding and experience in broad range of digital marketing functions: content production, social media, email marketing, keyword advertising, A/B testing and analytics;
- Subsequently to assist in building a programme to prove the return on investment in these activities.

**Google Adwords account management (~30%)**

(in conjunction with Digital team)

- Assisting the Senior Web Developer in maintaining our Google Adwords account;
- After gaining initial experience, this will include suggesting and measuring improvements in keywords, ad copy and click through rate.

**Google Analytics and Facebook Insights reporting (~20%)**

(in conjunction with Digital team)

- Using Google Analytics to analyse key metrics such as landing page conversion rate;
- Assisting Head of Digital with preparation of monthly/quarterly reports.
7. ADDITIONAL TASKS

- To assist with other departmental duties where necessary;
- Due to the nature of the work, there may (occasionally) be a requirement to carry out some work out of office hours. This work is to be arranged in accordance with Compassion procedures, with time off in lieu offered;
- Take due and reasonable care of oneself and others in respect of Health & Safety at Work;
- Act in accordance with the principles of Compassion in World Farming’s Ethical Policy;
- In all work activities, comply with data protection legislation and Compassion in World Farming’s requirements for the protection of personal information and the privacy of individuals.

The job description is not exhaustive and you may be asked to carry out additional tasks which are appropriate to your job role, as required by your line manager.