



Terms of Reference

Digital Marketing Apprenticeship

Job Title:	Digital Marketing Apprentice	Location	Based in the Brighton / Southeast UK/ remote
Position Type:	Paid apprenticeship	Length of contract	15 months
Salary scale	£22,000 p.a.	Reporting to	Communications Manager / Director of Research and Advocacy

Role summary

We are looking for an aspiring candidate in Digital Marketing to join our small team as a Digital Marketing Apprentice on the Multiverse Digital Marketing Apprenticeship.

You will work and study to develop your skills as part of the [Multiverse apprenticeship programme](#), leading to industry-recognised qualifications at the end of the apprenticeship, including a Level 3 qualification in Digital Marketing Level 3, an introduction into coding and marketing principles, and Google Analytics IQ.

As a Digital Marketing Apprentice, you will be responsible for supporting the work of the team to develop a marketing strategy and helping ensure quality and timely outputs that contribute to Shabaka's research, evidence, and learning objectives.

As a small team, we are looking for dynamic, solution-focused candidates who enjoy working in an agile and fast-paced environment.

The Digital Marketing Apprentice should have great digital skills – especially in social media - and excellent attention to detail and an enthusiasm for learning new skills concepts, and ideas applicable to humanitarian response, development, and migration. Also, they should have strong interpersonal skills to communicate complex information in a simple style and build relationships with various internal and external partners.

In addition, experience of working on diaspora, development and/or humanitarianism would be considered an asset, though not essential.

Main duties and responsibilities

We are looking for Digital Marketing Apprentices who are excited about developing new and creative ways to increase engagement and deliver Shabaka's goal and mission through all digital platforms.

As part of the Multiverse Digital Marketing Apprenticeship, you will attend two General Assembly Bootcamps. The first of these, held in month 1, will focus on Marketing and Digital Marketing Principles. The second, held in month 8, will cover HTML and CSS. The aim of these bootcamps is to bring you up to speed and set you up for success in your role.

You will learn several marketing principles, analytics and SEO (search engine optimisation) and operate at all stages of the Digital Marketing development lifecycle. You'll also explore the process of creating a targeted digital marketing campaign and define and analyse the five stages of the customer lifecycle.

The apprenticeship also includes data analysis, data visualisation, and a Google Analytics IQ workshop, along with an overview and a plan for developing a digital marketing strategy.

We want people who are excited about solving unique, large-scale, and highly complex technical problems. The Multiverse development cycle is extremely fast, and it has built tools to keep it that way. It's common to write code and have it running live just a few days later.

As part of the Shabaka team, you will also support its work by utilising your digital skills to increase its engagement and presence in the humanitarian sector. This will include:

Technical support

Assisting in building and maintaining Shabaka's presence across multiple social media channels

Assisting in developing and implementing digital marketing strategies, including social media advertising, email marketing, and Search Engine Optimisation (SEO)

Measuring key performance metrics, including website traffic, and audience engagement

Help develop, manage, and run online events

Keep the website maintained and up to date

Content research and development

Project management and reporting

Learn about project management systems and techniques used in the humanitarian and development sectors

Support the preparation of project deliverables, including contributing to project work plans, quarterly and annual reports, final project reports, and project activity updates

Assist the Communications Manager with additional digital marketing related tasks as required

Coordination

Liaise with partners and maintain our highest levels of reputation

Support internal communication to ensure efficient coordination and decision-making with project partners

Coordinate and support external and internal content creation for sharing via Shabaka website and microsites, social media, etc.

Build and maintain effective working relationships, both internally and externally.

Other

Regular travel to Shabaka's offices in Brighton will be required with this role (up to 3 days a week)

Other tasks and responsibilities as assigned by the Director of Research and Advocacy.

Qualifications and Competencies

Eligibility criteria	You have the right to work in the UK and have lived continuously in the UK for the past 3 years. You confirm that you have not previously studied the course content You agree not to undertake any other qualifications during the apprenticeship You should be able to apply your learning to your role
Education	GCSE English & Maths 4-9 (C-A*) or equivalent B or 5 at GCSE Maths
Experience	You could be leaving school, college or university, have some related work experience, or none at all.

	<p>We know that when you are embarking on your new career you will need support to help you reach your potential.</p> <p>You'll have a manager who supports you to succeed through regular one to ones and an on-the-job buddy to show you the ropes, answer your questions and coach you through challenges.</p>
Competencies	<p>Teamwork – you are able to work as part of a team, as well as using your own initiative</p> <p>Communication – you are able to communicate ideas and concepts clearly both internally to the Shabaka team and externally with partners and contractors</p> <p>Organisation – you are able to organise yourself and meet deadlines</p> <p>You have a passion for technology</p> <p>Great digital skills – especially in social media</p> <p>You are proactive and inquisitive</p> <p>You have a problem-solving mindset</p> <p>You have a high level of self-motivation and commitment</p> <p>Verbal and written fluency in English is required. Additional language skills, especially in Arabic French, or Spanish, are an asset but not essential.</p> <p>Prepared to commit to an 15 month digital marketing apprenticeship and an interest in developing your career at the organisation.</p>

Making a difference

Your input will shape how we present ourselves to our stakeholders, funders and the general public and deliver high-quality projects. With your help, we will be able to continue to amplify diasporas' voices, which enables them to respond more effectively to humanitarian crises where they live and in countries of origin or heritage.

You would become part of our small, friendly team working for an organisation focused on often marginalised communities. You will work in our Brighton offices for up to 3 days per week as well as remotely, with additional team meetings every 2 months. Our team includes staff and consultants in multiple locations across the UK and internationally.

About Shabaka

Shabaka is a values-driven, diaspora led consulting and research organisation focused on diaspora's humanitarian preparedness, response, and recovery engagement. It was established

in 2014 to help fight the injustices that leave entire communities disadvantaged and shut out from socio-economic and political progress. We see this clearly in the throes of the coronavirus pandemic; 'business as usual' is now more than ever not good enough. We should not lose any more time to bring about equitable change. Furthermore, diasporas – people living outside their countries of heritage – are overlooked by important actors in strengthening existing humanitarian architecture.