

<b>Job Title:</b>	Marketing Apprentice
<b>Reporting To:</b>	Marketing Manager
<b>Location:</b>	Rotherham, South Yorkshire
<b>Salary:</b>	£16,000 per annum for your first 12 months, salary then rises depending on your age.
<b>Hours:</b>	37.5 hours per week - Full-time, Permanent 8.30am-4.30pm - Monday to Thursday 8am-4pm on Friday's
<b>Purpose:</b>	<p>To support the delivery of Barnsley &amp; Rotherham Chamber's marketing activity by creating content, maintaining digital channels, promoting member services and events, and helping strengthen engagement with members, partners and the wider South Yorkshire business community.</p> <p>By joining the Chamber as an Apprentice, the Marketing Apprentice will benefit from a planned training and development programme, starting with the Apprenticeship to enable development within the role and progression.</p>
<b>Prepared By/Date:</b>	Matthew Trueman 02.05.2026

### **Key Responsibilities**

- Creating and updating marketing assets in Canva/Adobe, including graphics for events, training, member communications, social media and campaigns
- Producing digital content at events, reels and event photography
- Writing, creating and scheduling engaging content across LinkedIn, Instagram and Facebook to increase member engagement
- Maintaining and updating website content, including member news, event listings, logos and content changes
- Designing and sending member email newsletters using Mailchimp with guidance from the Marketing Manager
- Supporting the management of the Media Suite bookings and assisting with editing video content such as event reels and member podcasts
- Updating CRM records accurately and supporting good data management and GDPR-compliant processes
- Monitoring social media and website performance and providing data for reports
- Helping maintain brand consistency, tone of voice and quality across all Chamber communications
- Working collaboratively with colleagues, members and external partners while supporting day-to-day marketing admin and ad-hoc tasks



**Person Specification**

<b>Essential</b>	<b>Desirable</b>
Enthusiasm for marketing, digital content and communications	GCSEs (or equivalent) in English and Maths at Grade 4 or above
Strong written and verbal communication skills	Awareness of Canva, CapCut, Adobe and video editing or basic content design tools
Creative approach with good attention to detail and accuracy	Basic understanding of websites, email marketing or analytics platforms
Good organisational skills, time management and ability to manage activity on a day-to-day basis	Experience creating content for social media platforms
Willingness to learn new systems, tools and marketing techniques including AI	Interest in photography, video or media production
Strong ICT competencies, including Microsoft Office software	Interest in working in a business-facing, membership or events environment
Foundational graphic design skills	Ability to travel around South Yorkshire
Experience using social media and ability to create engaging content	
Ability to work both independently and collaboratively with colleagues and stakeholders	