

Babington

Digital Marketing Apprentice with M&G plc

Employer: M&G plc

Posted By: Babington

General Information

Location:	Trimbridge House, Trim Street, Bath BA1 1HB		
Total Vacancies:	1	Hours Per Week:	35.00
Hourly Wage:	£9.50	Weekly Wage:	£332.50

Short Description: We are seeking a motivated and conscientious Apprentice who is interested in working in Financial Services and wishes to pursue a career in Digital Marketing.

As part of the Marketing team, the Digital Team are responsible for the strategy and management of all Ascentric's digital channels.

The Team are also responsible for defining the broader digital experience for the business and platform and managing the delivery of projects through the digital development route-map.

Full Description:

Ascentric Digital Marketing Team

Ascentric is a dynamic and successful investment platform business based in Bath. We offer Financial Advisers and their clients the ability to manage their investment portfolios online, giving them more flexibility and control over their money. The adviser platform is marketed under the Ascentric brand and our goal is to be the Independent Financial Advisers' platform of choice.

As part of the Marketing and Proposition team, the Digital Team is an integral part of the business and responsible for driving the digital agenda and championing our digital strategy. This includes working with a broad group of stakeholders from across the M&G Group and its suppliers to; develop the ascentric.co.uk website; manage content and digital projects and improved digital user experience.

As a Digital Marketing Apprentice, you will support all aspects of the digital team accountabilities including: website and marketing channel optimisation; analytics reporting; platform content management and platform branding; updating and amending digital assets including PDFs, videos and infographics.

Your duties will include:

- Supporting maintenance of the website, including liaising with the creative agency and the Group stakeholders
- Supporting development of key customer journeys for customers across all channels – Institutional, Advised and Direct; leading to a consistent and market leading customer experience, maximising conversion and retention
- Management and reporting from the digital dashboard and Google Analytics
- Supporting relationship with group digital teams and broader digital community

- Supporting change to existing customers' platform branding experience and helping create new platform branding schemes
- Website content management – keeping website content up to date, optimised for accessibility, and user experience
- Digital asset management – amending and creating PDFs, videos and marketing assets within Ascentric branding
- Supporting the management of platform custom page content and menus
- Supporting the management of e-mail template/journeys and e-mail optimisation
- Supporting delivery of digital products and initiatives

Future Prospects:

This is a fixed term contract for 15 months upon which the business may decide to retain, subject to the Apprentice performance, headcount and available funding. If recruited into a permanent role, the individual will follow the career progression applicable to the specific role/department.

Employer Description:

About M&G plc

M&G plc is an international savings and investments business, managing money for both individual savers and institutional investors in 28 markets. As at 30 June 2020, we had £339 billion of assets under management and administration, around 5 million retail customers and more than 800 institutional clients.

With a heritage dating back more than 170 years, M&G plc has a long history of innovation in savings and investments, combining asset management and insurance expertise to offer a wide range of solutions. We serve our savings and insurance customers under the Prudential brand in the UK and Europe and for asset management in South Africa, and under the M&G Investments brand for asset management clients globally.

At M&G our vision is: ***to become the best loved and most successful savings and investment business*** and we're looking for people who are excited about joining us on our journey.

To help us achieve our vision we're looking for exceptional people who live our values and behaviours:

- Inspire Others - Support and encourage each other, creating an environment where everyone can contribute and succeed
- Embrace Change - Be open to change, willing to be challenged and able to adapt quickly and imaginatively to new ideas
- Deliver Results - Focus on outcomes, set high standards and deliver with energy and determination
- Keep it Simple - Cut through complexity and bureaucracy, be clear and decisive and never overcomplicate things

We know that an inclusive environment makes us more accessible and ensures we attract, engage, promote and retain exceptional people. We welcome applications from all individuals regardless of age, gender/gender identity, sexual orientation, ethnicity/nationality, disability, or military service and welcome those who have taken career breaks. We will consider flexible working arrangements or home working arrangements for any of our roles.

Employer Website:

<https://global.mandg.com/>

Standard:

Digital Marketer

- Training Provided:** As a Digital Marketer with Babington, you will undertake the Digital Marketer Level 3 Apprenticeship. The apprenticeship will be delivered through a blend of live online learning, pre-recorded lectures, and face to face inductions and masterclasses
- Duration:** 15 months fixed term contract
- Skills Required:**
- Moderate computer skills in MS Office (excel; PowerPoint; word)
 - Proactive and innovative – able to work to own initiative and self-motivated to solve problems and develop skills
 - Inquisitive mind, analytical nature and be keen to learn
 - Customer centric mind-set – ability to build partnerships both inside and outside the organisation, in particular with customers
 - Well organised and ability to manage time effectively
 - Strong communication skills (written and verbal)
 - Able to work as part of a team
 - Analytical with good attention to detail
- Personal Qualities:** The role would ideally be suited to a confident individual with an interest in Marketing/digital related subjects.
- Desired:
- Interest in Marketing and digital proposition development
 - Good understanding of data analysis and interpretation
 - IT literate, including experience with Microsoft Office
 - Knowledge of adobe creative suite and some basic html would be an advantage
- Qualifications Required:** Ideally, the candidate will have either a minimum of 2 A levels (or equivalent) or 5 GCSEs with good grades in Maths and English (A-C) or relevant 2 years work experience of an office or business environment
- Other Information:** Please ensure that you apply for the position as soon as possible to avoid disappointment. The closing date is a rough guideline as to when an advert will close. The advert may close before the given closing date if the employer has filled the position(s). Babington have a dedicated team who support students with disabilities, learning difficulties, health conditions and wellbeing. Please contact us at m&g@babington.co.uk if you have any queries or would like more information.
- Closing Date:** 16/04/2021
- Start Date:** 20/09/2021
- Interview Date:** May – June 2021
- Apply via this link:** <https://www.findapprenticeship.service.gov.uk/apprenticeship/-580386>