Job Description

Title	**Marketing Apprentice (3D & Visual Content)**
Reporting to	**Marketing Manager**
Salary	**£24,000–£26,000 per annum, dependent on skills and experience**
Role	**Full Time, Permanent 37.5 hrs p/w - You may be required to work additional hours & weekends at times**
Location	**Palmer Drive, Nottinghamshire, with hybrid working**
Benefits	As per apprenticeship scheme

Job brief:
We are looking for a creative, digitally confident individual to join the Marketing team as a Marketing Apprentice (3D & Visual Content). Reporting to the Marketing Manager, the role will help build our in-house 3D, video and visual content capability while developing into a well-rounded B2B marketer through practical experience and a structured marketing apprenticeship.
A key part of the role will be working with engineers, operations and other colleagues across the business to understand our products and translate technical information into clear, engaging visual content for customers, our website, marketing campaigns and sales teams.
The role will also provide broad experience across content creation, website management, SEO, email marketing, campaigns, events, research and general marketing activity.

Purpose of the role:
To improve how we visually communicate our products and technical expertise, enabling customers to better understand our solutions and giving our sales and marketing teams stronger content to support their activity.
Bringing more 3D visualisation, animation, video and digital content capability in-house will allow us to produce high-quality content more efficiently, respond more quickly to business needs and continue developing how we present our products across digital and traditional channels.

Key Accountabilities & Responsibilities:

Visual production

- Create product visualisations, animations and explainer videos using existing CAD models and product data.
- Film and edit short-form video for use across the website, social media, events and presentations.
- Produce and adapt graphics and marketing materials in line with brand guidelines.
- Build and maintain an organised library of approved visual, video and 3D assets.
- Work with engineers, operations and colleagues across the business to understand products and translate technical information into clear, engaging visual content.
- Explore new formats, software and techniques and recommend opportunities to improve our visual content.

Content and web

- Support the writing and preparation of content for the website, social media, email campaigns, case studies and articles.
- Gather project information, photography and video from across the business to support the development of case studies and other marketing content.
- Upload and update website content through the CMS and support website testing and content checks.
- Support SEO and website content optimisation as knowledge and experience develop.
- Support the preparation, testing and reporting of email campaigns.
- Proofread marketing materials for accuracy, consistency and alignment with brand guidelines.

Campaign and event support

- Support the planning and delivery of marketing campaigns across email, social media, digital channels and publications.
- Coordinate graphics, presentations, literature and merchandise for exhibitions, conferences and events, liaising with organisers and suppliers where required.
- Help monitor campaign performance and contribute to marketing reporting.
- Support market, audience and competitor research.

Wider marketing support

- Provide general marketing support as required, including obtaining quotations and samples and keeping shared marketing resources organised.
- Take increasing ownership of projects and activities as skills, knowledge and confidence develop.
- Work collaboratively with the wider Marketing team and colleagues across the business to support departmental and business objectives.

Person Specification

Detailed below are the types of qualifications, experience, skills, and knowledge which are required.

The Essential column shows the minimum essential requirements for the post.
The Desirable column shows additional attributes which would enable the applicant to perform the role more effectively with little or no training. They are not essential but may be used to distinguish between applicants.

The Category column indicates the method of assessment:

V =CV ***I = Interview*** ***C = Certificate*** ***T = Test*** ***R =Reference***

	Essential	***Desirable***	***Category***
Qualifications			
Degree or equivalent qualification in 3D design, animation, visualisation, digital media or another relevant creative discipline		***X***	***V / C***
Experience			
Practical 3D visualisation experience gained through education, personal projects, freelance work or employment	***X***		***V / I***
Portfolio or examples demonstrating creative and 3D visualisation work	***X***		***V / I***
Experience of video, animation or digital content creation	***X***		***V / I***
Experience of graphic design, photography or social media content		***X***	***V / I***
Previous marketing experience		***X***	***V / I***
Knowledge			
Understanding of 3D visualisation and digital content creation	***X***		***V / I***
Adobe Creative Cloud or similar creative software		***X***	***V / I***
CMS platforms		***X***	***V / I***
SEO		***X***	***V / I***
Email Marketing		***X***	***V / I***
Copywriting/content creation		***X***	***V / I***
Skills			
Practical 3D visualisation skills	***X***		***V / I***
Good eye for visual detail and presentation	***X***		***V / I***
Clear written and verbal communication skills	***X***		***I***
Ability to organise workload and manage several tasks at once	***X***		***V / I***
Confidence learning new software and platforms quickly	***X***		***I***
Video editing skills		***X***	***V / I***
Graphic design skills		***X***	***V / I***
Photography skills		***X***	***V / I***
Additional Attributes			
Curiosity about technical products, customers and markets	***X***		***I***
Proactive approach and willingness to put forward ideas	***X***		***I***
Creative approach with strong attention to detail	***X***		***I***
Willingness to learn and develop	***X***		***I***

Please also note that where qualifications are required, employment is conditional on the verification of them. Qualifications (must be original documents) will be checked on the first day of appointment.

Employees will be expected to comply with any reasonable request from a line manager to undertake work of a similar level that is not specified in this job description.

Employees are expected to be courteous and provide a welcoming environment to visitors and telephone callers.

The Operating Unit will endeavour to make any necessary reasonable adjustments to the job and the working environment to enable access to employment opportunities for disabled job applicants or continued employment for any employee who develops a disabling condition.

This document outlines the duties required at the time of employment, although it is not a comprehensive or exhaustive list.

This job description is current at the date shown, but in consultation with you, may be changed by the Line Manager to reflect or anticipate changes in the job commensurate with the grade and job title.

This employer undertakes a range of pre-employment checks including right to work qualification, references, etc.

Hill & Smith Infrastructure Ltd are committed to promoting equality, valuing diversity, and working inclusively, we uphold the principles in our behaviour and working practices - we are committed to providing equality of opportunity in all areas as an employer, whether in recruitment and selection, promotion or training and development. As we grow, we understand that we must have the most talented employees with diverse backgrounds, cultures, perspectives, and experiences to support our innovation and creativity.

Name: **Signature:** **Date:**