

# **DIGITAL MARKETING APPRENTICE**

**JOB DESCRIPTION & ROLE  
PROFILE**



Marketing & Communications Department

# Digital Marketing Apprentice

**REPORTS TO:** Digital Marketing Manager

**DIRECT REPORTS:** n/a

## JOB PURPOSE

Digital activity across the Liverpool Experience Campus is growing fast, and with so much changing across platforms, content, CRM and AI, there's a real opportunity for us to develop our digital marketing strategy. This role will help explore new opportunities, optimise activity through testing and learning, report effectively, and make better use of the tools and channels now available to us.

This digital focused role will provide practical, day-to-day support across all areas of digital marketing, ensuring activity is consistent and supporting the team to focus on developing new digital products, improving customer experience and contributing to profile and ticket sales.

## MAIN DUTIES AND RESPONSIBILITIES

### Website & Content

- Uploading and maintaining content across Liverpool Experience Campus, M&S Bank Arena, Exhibition Centre, and Ticket Quarter Umbraco systems.
- Supporting account managers with new event announcements, ensuring copy is bespoke to perform well for our SEO and AEO needs.
- Quality-checking live pages for errors, broken links, outdated content, and accessibility issues.
- Creating event-specific graphics or simple visuals for web pages and social media.
- Helping produce/deploy press releases, and media galleries to ensure content is always fresh and accurate.
- Tagging events, artists, and content effectively to improve site search, discoverability and user journeys.

### **CRM (HubSpot)**

- Helping build email campaigns and email automations, audience lists, A/B tests and customer journeys, ensuring communications run smoothly and the right messages reach the right audiences to support ticket sales, partners and venue announcements.
- Keeping HubSpot data clean - lists, duplicates, property management.
- Assisting with workflow reporting and checking campaign performance, providing reporting on what's working and what isn't, helping the team plan better.
- Segmenting audiences for targeted campaigns (e.g., first-time visitors, VIP ticket holders).
- Assisting with post-event emails like thank-yous, surveys, or follow-up promotions.
- Supporting loyalty or membership communications to encourage repeat attendance.

### **SEO & Search**

- Checking keywords for new events and pages so people can actually find us when they search, giving events the best start online.
- Basic on-page SEO - titles, descriptions, alt tags. Improves visibility, accessibility, and how we appear in Google's AI-powered search features.
- Tracking rankings and visibility with our SEO agency. Helps spot issues early, see trends, and make smarter content decisions, especially as we move towards AEO.

### **AI & Customer Service**

- Maintaining content libraries for Zendesk AI chat bots. Keeps answers correct, reduces pressure on customer service, and improves the experience for our visitors.
- Updating FAQs, help-centre content, and customer responses to assist the chatbot rollout.

### **Social Media & Audience Development**

- Preparing and scheduling posts with the consumer marketing team. Keep content consistent and timely for promoters, partners, and fans.
- Monitoring TikTok, Meta (Instagram, Facebook and Threads), YouTube and WhatsApp, helping us understand audience behaviour and what content works.
- Pulling together weekly insight reports on growth, content performance, and sentiment with actionable info to tweak campaigns and show our digital impact.
- Supporting big campaigns like Christmas, LFC events, and the World Boxing Championships with assets and checks, ensures everything looks professional, goes live on time, and stays accurate.
- Engaging with audience comments and messages under guidance to keep channels active and responsive.
- Capturing behind-the-scenes content at events (video clips, photos) for social and stories.
- Coordinating social takeovers or influencer partnerships.
- Helping standardise digital assets from promoters so they meet our branding, SEO, and AEO requirements.
- Coordinating quick updates or corrections on pages when promoters change dates, times, or line-ups.

- Supporting the launch and ongoing content for the venue app.
- Helping trial new digital features like push notifications, QR code campaigns, or WhatsApp messaging.
- Learning and experimenting with short-form video trends (TikTok/Reels) to feed creative ideas into campaigns.

### **Analytics & Reporting**

- Helping with GA4 dashboards, event tracking, and campaign reporting. Ensures we measure success properly and make data-led decisions across all brands.
- Producing weekly snapshot insights across Ticket Quarter and venue channels. Keeps everyone aware of trends and allows quick reaction to opportunities or issues.
- Monitoring competitors and market trends to spot opportunities. Helps the team stay ahead, adapt quickly, and make sure Liverpool Experience Campus continues to lead in digital.
- Monitoring social mentions of the venue and events to track sentiment and audience engagement.
- Collecting basic competitor digital activity (social campaigns, ticket promotions, new launches) to inform strategy.
- Tracking ticketing KPIs in conjunction with website analytics to see how digital activity drives sales.

## **GENERAL**

- To undertake the apprenticeship training working towards the L3 Multi Channel Marketer apprenticeship standard.
- To undertake personal study during 20% of your work hours, complete all required tests and coursework to meet the requirements of your apprenticeship and course.
- To build professional relationships with colleagues and clients.
- To contribute to the success of our One Team culture to deliver our aims and objectives, maintaining a flexible and positive attitude.
- To adhere to Liverpool Experience Campus' Health and Safety policies and procedures and to observe a duty of care to all visitors, staff and contractors to Liverpool Experience Campus
- To undertake any other duty commensurate with this post as determined by your manager.
- This job description is not intended to be either prescriptive or exhaustive; it is issued as a framework to outline the main areas of responsibility at the time of writing.

It is inevitable over time that the emphasis of this job will change, therefore this information will be periodically reviewed, revised and updated involving the post holder.

**ROLE PROFILE**

ATTRIBUTES	DESCRIPTION	ESSENTIAL/ DESIRABLE	HOW MEASURED
<b>TRAINING &amp; QUALIFICATIONS</b>	Maths and English GCSE grade C/4 or above/equivalent	Essential	A
<b>EXPERIENCE</b>	N/A	N/A	N/A
<b>SKILLS &amp; KNOWLEDGE</b>	Fundamental understanding of marketing principles with some experience of using Photoshop or Adobe Suite gained via self-study or formal training.	Desirable	I
<b>KEY ATTRIBUTES</b>	Pragmatic, resilient, confident and enthusiastic. Good verbal and written communication	Essential	A/I

**Key for How Measured:**
**I** - Interview

**P** - Presentation

**A** - Application

**E** - Exercise

**T** - Test

**AC** - Assessment Centre

**CS** - Case Study

Signed by Employee:

Date:

Signed by Line Manager

Date