

## Digital Marketing Apprentice

Liverpool Experience Campus operates the city's waterfront event campus – the interconnected M&S Bank Arena, Liverpool Experience Campus and Exhibition Centre Liverpool - as well as ticketing agency Ticket Quarter and the Pullman Liverpool Hotel. Playing a leading role in shining a spotlight on Liverpool, we have successfully staged a wide array of national and international events, from shows and conventions, business gatherings to exhibitions, developing our offer over the last decade to that of a world-class provider of venue and event services.

Come and join us at Liverpool Experience Campus as our Digital Marketing Apprentice!

### Company Benefits

We are an award-winning, world-class venue where our people are at the heart of everything that we do. Recognition and reward are of huge importance to us at Liverpool Experience Campus, and just some of the benefits staff can enjoy including:

- An enhanced holiday scheme which increases with length of service.
- An excellent pension scheme is available.
- Access to a premium health care policy, which includes an employee assistant line, contributions towards a wide range of medical costs, such as dental and optical and staff discounts.
- Enhanced maternity, paternity and adoption leave schemes.
- An excellent occupational sick pay scheme.
- Free onsite parking right in the heart of the city centre.
- Employee Reward Platform.
- A dedicated wellbeing strategy to support staff when at work.
- 25 Qualified Mental Health First Aiders on site.

**Liverpool Experience Campus is a place where you can truly make a difference. Some of the wonderful things Liverpool Experience Campus have achieved / continue to work towards:**

- Disability Confident Employer
- Sunflower Friendly Business
- Member of the Fair Employment Charter
- Real Living Wage employer
- Social value impact plan - last year we contributed over £6.4m
- Green Meeting's Gold Standard
- Sustainability Strategy
- Positively influencing biodiversity – in the grounds of our campus, we have 3 beehives
- Carbon Neutral Campus
- Accessibility Strategy
- AccessAble Guide

The successful candidate will support the delivery of engaging, effective and data-driven digital marketing activity across Liverpool Experience Campus. Working as part of a fast-paced and collaborative team, you will help ensure our digital channels are consistently high-quality, accurate and aligned to business goals, while contributing to ticket sales, customer experience, and brand profile.

The ideal candidate will have experience of marketing principles and a strong interest in digital channels, analytics, and content creation. You will be enthusiastic about learning, eager to experiment with new tools and platforms (including AI), and motivated to develop a career in digital marketing within a dynamic and creative environment.

**Main duties of this role include:**

- Maintaining website content across multiple platforms, ensuring accuracy, accessibility and SEO/AEO optimisation.
- Supporting the delivery of email campaigns and customer journeys through HubSpot, including audience segmentation, A/B testing and reporting.
- Preparing and scheduling social media content, monitoring engagement and contributing to campaign delivery.
- Capturing and creating digital content (including short-form video and graphics) for use across channels.
- Producing regular performance reports across web, CRM and social channels, identifying insights and opportunities for improvement.
- Supporting major campaigns, events and launches to ensure digital activity is delivered on time and to a high standard.
- Monitoring competitor activity and digital trends to inform future campaigns and innovation.
- Working towards the Level 3 Multi-Channel Marketer apprenticeship qualification, completing all required learning and assessments.

We highly value the behaviours, attitudes and skills which will help you to develop and excel in this role. In this case, we're looking for someone who:

- Is enthusiastic, proactive and eager to learn, with a genuine interest in digital marketing and emerging technologies.
- Demonstrates strong written and verbal communication skills.
- Is well organised, with good attention to detail and the ability to manage multiple tasks.
- Shows resilience and a positive, flexible approach in a fast-paced environment.
- Works well both independently and as part of a team, contributing to a collaborative "One Team" culture.
- Curious about digital trends and technology, with an interest in how campaigns perform and a willingness to learn about reporting, analytics, marketing technology, data and insights

In addition to the above, the candidate will need to be enthusiastic, like minded and complement our experienced and talented team. If you have drive, passion, ambition and wish to play a part in The Liverpool Experience Campus's continuing success story this could be just the job for you.

If you are a hardworking and committed professional ready to contribute to our continued success, we'd love to hear from you.

Join us at Liverpool Experience Campus and be part of something extraordinary!



Please note, we may close this vacancy before the stated closing date if we receive sufficient applications for the position. Therefore, if you are interested in this position, please submit your application form as soon as possible.

To apply for this position, please may you submit your CV, Cover Letter and a short film about yourself.

**Closing Date:** 22 June 2026

**Interview Date:** W/C 6 July 2026

For further information, assistance, or to obtain information, please contact the People team via email [recruitment@lexliverpool.com](mailto:recruitment@lexliverpool.com)

### **Equality, Diversity & Inclusion**

Liverpool Experience Campus know the value of having a diverse and representative team across our organisation. We promote equal opportunities and are committed to having an inclusive work force where everybody feels respected, are treated fairly and diversity is celebrated. As such we strongly encourage and welcome applications from suitably qualified candidates from all members of the community regardless of age, disability, gender reassignment, marriage and civil partnership, race, religion, belief or sexual orientation.