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| **Kickstart Scheme jobs template** |

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| **Kickstart Scheme Application ID** | **KS3944376C** |
| **Job vacancy title** | **Junior Programme Marketing and Lead Generator** |
| **Company name** | Perfect Print Ltd |
| **Company postcode** | KT16 0AT |

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| **Hours per week** | **25** |
| **Working pattern** | 5 hours per day (Mon-Fri) 25 hours p/w |
| **Hourly rate of pay** | NMW |

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| **Job summary** |
| The ideal candidate is an entrepreneurial and creative out-of-the-box thinking digital native with a get-things-done attitude, who wants to grow in this fast growing agency.  What separates you from other marketers is your relentless drive for running new tests and experiments on a regular basis. You love data, but even more, you actually love implementing changes based on those findings – instead of just creating dashboards.  Potentially you could have an important role to play in scaling up Creative Outputs lead generation and marketing efforts across all free and  paid channels.  Responsibilities:  **﻿**   * Managing paid ad campaigns across search, display, social, affiliates networks by conducting extensive keyword research, creative testing, performance optimization of all the channels * Ensuring successful campaigns managing bids and budgets to be able to meet the predefined KPI’s. * Optimizing campaigns across multiple channels to deliver the best return on investment. * You identify replicable marketing strategies, tactics and channels that address business pain points and convey product benefits to drive new customer acquisition – with an implement, test, and measure mindset- * You test different value propositions and messages across different channels to find the best angle to introduce our product to each target group. * You build and run A/B tests across creatives and landing pages. |

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| **Essential skills, experience and qualifications** |
| * At least 1/2 years of professional experience doing PPC-advertising, Paid Social and Programmatic, either in an agency or in-house * Bachelor Degree in marketing, business or equivalent * Preferred to have experience in Adform, Google Ads, FB Business Manager, and/or other similar tools within the media stack * Having an entrepreneurial hands-on mindset * Fast and willing to learn * Understanding of statistics and ability to support hypotheses with data * Experience in performance marketing * A/B Testing and Data Analytics experience * Being curious and creative * Being relentless in pursuit of growth * Business fluency in English necessary |
| **Employability support** |
| **Training provided by Impactful Governance – CIC (Kickstart Gateway)**  **Month one of appointment:** Work preparation for *this* role  Week 1 – session 1 Work Readiness Welcome to your new role   * Working in different sectors * Organisation types * Achievement   Week 1 – session 2 Structures of organisations Expectations of the role   * What employers need. * Structures and reporting * Leadership models * Research on how we work * Team work and individual roles   Week 2 – session 3 Applying yourself The wider community and your role in it   * Emotional rewards or work * Team roles * Empathy in the workplace * Interview skills * Behaviours   Week 2 – session 4 Communications Communication & Action Planning   * Conversation cycle * Learning styles * Voicing concerns the right way * Inclusive practices * Active listening * Action Plan   **Month five of appointment:** Preparation for the *next* job (Job readiness)  Session 5 & Session 6 Mentoring & Coaching   * Support will be offered (for example helping with writing their CV and preparing for an interview). All of all modules as outlined in the Training Agreement. Each session will be for at least one hour. Sessions are held remotely over Zoom. The participant will provide feedback during their placement and after training, and this will be acted on if needed. As part of a signed agreement, employers will allow the employee to participate in the training and where sessions are in the evening or weekend, allow Time Off in Leu (TOIL). Each employee is scheduled into training programmes, informing the employer and the employee about the time and date and begins once started in the role. |

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| **If your vacancies are in more than one location, please complete a separate row for each** | | | | | | | | | |
| **Where is this job based?** | **No of jobs at this location** | **When do you want to start advertising this job?** | **Maximum number of referrals** **you wish to receive per job** | **Is public transport available** **to this location?** | **Full address and postcode of the job location** | **Contact name, email and phone number** for this job | **Closing date for applications** | **How to apply** | **Anticipated start date** for this job |
| **KT16 0AT** | **1** | **15/11/21** | **50** | **yes** | **Lodge 1&2, Lyne Hill, Lodge Lyne Crossing Road, Chertsey, Kent**  **KT16 0AT** | Jane Kelly  Tel: 07983975198  **Email:** jane.kelly@creativeoutput.co.uk | **31/12/21** | CV by email & interview appointment time to be agreed with employer by phone or by email: [info@urnsuk.com](mailto:info@urnsuk.com) | **Nov 21st** |