
Job Specification

General

Title	Marketing Apprentice
Location	Streetly
Reporting to	Hiral Chavda
Salary	10K
Department	Sales

Scope

The Marketing Apprentice will complete a 2 year level 2 NVQ following the Business Administration framework. Through work based learning you will complete a Level 2 certificate in the principles of business and administration.

An attractive salary increment will be available on completion of all components of the Apprenticeship certificate for each year.

Job Description

To support and develop and maintain marketing strategies to meet the objectives of Ascom. To effectively organize, market, advertise and promote activities and events both internally and externally

Responsibilities

- Co-ordinate all marketing, advertising and promotional activities/events
- Support market research to determine the market requirements for the existing and future needs of Ascom.
- Co-ordinate and write press releases and case studies.
- Design art work for marketing campaigns and exhibitions.
- Research and analyse the current market conditions and competitor information.
- Monitor, review and report on all marketing activities and liaise between departments.

Core Values

Responsible:

Reliability, integrity and trustworthiness are the cornerstone of our business and our actions.

Competent:

Clear customer focus and superior quality and first class performance are the values in which we measure our competence.

Talented:

The talent is inherent in our employees and is invaluable. With individual skill and expertise, they play a central role in Ascom's success.

Ambitious:

We are ambitious. Our primary goal is to provide maximum customer satisfaction

Behaviors

Creative:

Innovative thinking; Generates energy and enthusiasm; taking initiative and be prepared to take a risk and manage it; Challenges the status Quo.

Activate & Implement Change:

Ability to anticipate/ implement changes; Challenging people to get the best out of them; Keeps an open mind when faced with new situations; Creates an environment where employees can share ideas; Demonstrates a good understanding of the external factors that affect the business. Anticipates market evolution, initiates & implements business / strategy oriented changes in offerings & organization. Develops team to meet new requirements.

Teamwork & Cooperation:

Recognition & use of the individuals' available competencies; Manages conflict – keeps an open mind when others disagree; Responds constructively in conflict situations; Is able to influence & motivate others; Encourages people to work cooperatively; Supports team approaches when appropriate; Is able to adapt own working style to different team roles; Collaborates across groups; Values differences in people & treats everyone with respect.

Communication & Negotiation:

Communicate in a direct & open way; Active listening; Asks questions regularly to gather others' views; Give instant feedback & be open for instant feedback; Presents ideas persuasively & clearly; Presents compelling reasons for ideas when challenged; Speaks with confidence; Communicates in an open & direct way; Seeks win-win solutions; Ability to summarize & report status; Makes clear effort to ensure everyone understands. Generate energy

Self-Management:

Seeks feedback to develop own improvement areas; Gets involved in a variety of experiences to maximize development; Stays up-to-date in own area of professional expertise; Displays strong integrity, fairness & ethical behavior; Maintains confidentiality of information; Upholds company values & beliefs; Is honest in interactions with others; Follows through on commitments; Has strong personal organisation abilities; Can work under pressure.