



THE FLORRIE

DIGITAL MARKETING TRAINEE

Are You...

- Aged 16-19?
- Eager to kick-start a career in marketing and social media?
- Outgoing with a 'can-do' attitude?
- A natural storyteller with a talent for crafting engaging content?

If this sounds like you, we want you on our team!

We're looking for a Digital Marketing Trainee to help create engaging content for The Florrie's online platforms. You'll play a vital role in shaping our digital presence by telling our story, promoting events, and supporting fundraising campaigns. From social media posts to newsletters, your content will highlight the impactful work we do in the community and help strengthen our connection with supporters, driving awareness and donations.

As a Digital Marketing Trainee, you will gain hands-on experience in digital marketing, develop key skills in content creation, social media strategy, and online engagement. This is an excellent opportunity for a young person at the start of their career to build their portfolio and gain practical experience in the nonprofit sector.

SKILLS AND EXPERIENCE

- Knowledge or interest in social media platforms like X (formerly Twitter), YouTube, Facebook, Instagram, Mailchimp, and WordPress.
- Familiarity with online trends and social media algorithms.
- Excellent communication and engagement skills—don't hesitate to start conversations and encourage participation.
- Ability to take initiative and work independently.
- Creative and consistent in producing engaging marketing content.
- Understanding or interest in audio, video, and graphic production.
- Strong creative writing and copywriting abilities.
- A proactive, outgoing personality, with fresh ideas and the ability to create impactful content that aligns with the charity's mission.

ABOUT THE FLORRIE

The Florrie has been at the heart of the L8 community for over 130 years. Our stunning, Grade II listed, Victorian community arts & heritage venue is a social, cultural, educational, and charitable hub for the people of Liverpool.

HOW TO APPLY

If you meet the skills and experience criteria and want to join The Florrie team, please send your CV to info@theflorrie.org, along with either:

- A one-minute video explaining why you should be our new Digital Marketing Trainee and what skills and experience you will bring to the role.
- Or
- A one-page document (A4) outlining why you should be our new Digital Marketing Trainee and the skills and experience you would contribute.

CLOSING DATE

12 noon on Monday, 14th October 2024.

ADDITIONAL INFORMATION

This job description outlines the key responsibilities and requirements but is not an exhaustive list of all tasks. The Florence Institute Trust Limited reserves the right to amend the job description as the role evolves. This position is subject to an enhanced DBS check and two references (character or previous employment/traineeship).

Please note, the role may require work during evenings and weekends to meet business needs.

The Florrie is committed to creating a diverse and inclusive environment. We encourage applicants from all backgrounds to apply and celebrate diversity in our team.

Salary: National Living Wage

Hours: Part-time, 16 hours per week

Contract: Up to 31st March 2025 in the first instance & subject to funding.