

seriun[®]

Join our team

Digital Marketing Apprentice



About Seriun

A strong team of tech ninjas and industry experts

Founded in 2003, Seriun are an award winning fully Managed Service Provider. A team of over 30 who specialise in delivering IT services, telecoms solutions and bespoke software development to a wide range of industries. Seriun invests in its people and encourage work to be enjoyable and rewarding.

Our purpose is to inspire and empower our people to get the best out of technology that they can. We pride ourselves on delivering excellent customer service and solutions, and ultimately strive to empower our customers to deliver service excellence to *their* own customers.

Inspiring and engaging our team

Two years ago, we launched Inpowa – our employee engagement tool to drive reward and recognition throughout the team. It integrates with Autotask, our Business Management software, allowing us to actively reward you for the great work you do. Results lead to 'diamonds', which translate into prizes, everything from a KFC bucket to a trip for two abroad.

We believe in empowering you to progress your career in what you love to do.

A promotional graphic for Inpowa. It features a superhero character in a blue suit and yellow cape standing on a red pedestal. The background is a vibrant purple and pink gradient with stylized clouds and a cityscape. The text 'INPOWA' is in the top right. The main headline 'EMPOWER YOUR TEAM' is in large, bold, pink letters. Below it, a sub-headline reads 'Motivate and inspire your people with Inpowa's cutting edge engagement platform.' followed by a paragraph: 'Integrated with your business management software, Inpowa drives performance with rewards, keeping your team happy and hungry for more!'. Three circular icons with corresponding text are listed: a game controller for 'Engage with gamification', a target for 'Recognise performance', and a trophy for 'Reward and celebrate'. At the bottom, the phrase 'Level-up your business!' is written in large, bold, yellow letters. The bottom left corner says 'incubated by seriun' and the bottom right corner says 'inpowa.me'.

INPOWA

EMPOWER YOUR TEAM

Motivate and inspire your people with Inpowa's cutting edge engagement platform.

Integrated with your business management software, Inpowa drives performance with rewards, keeping your team happy and hungry for more!

- Engage with gamification
- Recognise performance
- Reward and celebrate

Level-up your business!

incubated by seriun

inpowa.me

The start of an exciting new career

Digital Marketing Apprentice

Start date: January 2022

This is a fantastic opportunity to join a growing business and gain significant experience along with a certified degree qualification.

We are looking for a digital marketing apprentice to join the Seriun team to support our Marketing Manager at our Barrowford office. The role is full-time with one day release at the University of Central Lancashire (UCLan) Burney Campus, working towards a 3-year Digital Marketing degree.

To suit this role, you must be a creative, outgoing person, be results-driven and have excellent communication skills. You will help promote the Seriun brand and brand values using a multi-channel approach and will assist in the successful implementation of digital marketing campaigns.

You will have your finger on the digital pulse with a reasonable understanding of web design and development as well as fundamental SEO techniques. Having a creative flair you should have experience of the Adobe Creative Suite, in particular Illustrator, Photoshop, and InDesign.

The role is varied and will include

- ▶ Creating content for Seriun's website
- ▶ Assisting in email campaigns and communication
- ▶ Social media marketing
- ▶ Creating blogs
- ▶ Designing graphics and adverts using Adobe Creative Suite applications
- ▶ Using Google Analytics to monitor Seriun's website performance
- ▶ Liaising with customers to generate testimonials and gather information for case studies
- ▶ Writing PR stories and disseminating to media partners
- ▶ Supporting and attending events
- ▶ Building relationships and rapport with the team as well as external stakeholders (customers, suppliers, partners, etc.)

Essential skills and experience

- ▶ Excellent communication skills
- ▶ Be able to think creatively towards solutions to problems
- ▶ Analytical with a strong attention to detail
- ▶ Copywriting and content writing skills
- ▶ Ability to work independently under own initiative
- ▶ Charismatic and personable with a positive outlook
- ▶ Enjoy being part of a wider team

Desirable experience

- ▶ Experience in Adobe Illustrator, Photoshop, and InDesign
- ▶ Basic WordPress / HTML / SEO skills
- ▶ Experience using Google Analytics
- ▶ Experience using a marketing campaign platform
- ▶ Experience in organising events
- ▶ Experience in the technology sector

Reporting

The Digital Marketing Assistant will report directly to the Marketing Manager.

Schedule

Commencing in January 2022 for 3 years, you will work as part of our team four days a week at our Head Office in Barrowford with a day release on Thursdays at the UCLan Burnley Campus to study for your Digital Marketing Degree.

- ▶ Serium office: Monday, Tuesday, Wednesday, Friday (8:30-17:00)
- ▶ UCLan Burnley campus: Thursday

The apprenticeship

The Digital Marketing course provided by UCLan, focuses on developing skills and competencies which will be directly applied at Serium and will incorporate a series of live projects that will be supported by the Marketing Manager. The course length and initial contract of employment is 3 years, completion of which will result in a BA (Hons) Digital Marketing degree from the University.

Course Entry criteria

- ▶ GCSE (or equivalent) maths and English grade C / 4 or above

Plus, one of the following:

- ▶ 112 or more UCAS points from relevant A-Levels or BTEC qualifications; **or**
- ▶ Level 3 Apprenticeship in a related subject area

Potential apprentices with significant industry experience can also be considered (by interview) when a level 3 qualification has not been completed.

End Point Assessment

Once you have completed the course, you will undertake an End Point Assessment. This must be passed to be awarded both the BA (Hons) Digital Marketing and the Apprenticeship Standard.

At the end of the 3-year course you will receive a BA (Hons) Digital Marketer degree qualification.

As this is a recognised degree apprenticeship, the cost of the university tuition is met by the employer.

Further information can be found [here](#).

Your benefits as a member of the Seriun team

Our people are important to us, so we believe in looking after them as best we can.

We have an engagement policy with perks and benefits, including:

- ▶ Cashback healthcare plan
- ▶ Career and personal development
- ▶ Annual away day for feedback and positive change
- ▶ Fun CSR activities, friendly environment, and relaxed workplace
- ▶ Social days/evenings out and the Seriun festival (coming soon!)
- ▶ Hot lunch on last Friday of every month, with a catered-for style lunch every quarter
- ▶ Xmas parties (which are on another level!)
- ▶ Weekly fruit basket, tea, coffee, and fruit juice provided
- ▶ Inpowa - employee reward system – prizes for the great work you do
- ▶ Annual Incremental holidays (maximum of 5 extra days after 3 years' service)
- ▶ Ability to purchase holidays
- ▶ Long service rewards and awards
- ▶ Pension scheme
- ▶ Career progression policy of internal recruitment over external
- ▶ And much more...

The social side of Seriun

We strive to keep our people engaged and motivated.
Here's a few of our best bits over the years...



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