**Job Advert**

Are you passionate about storytelling, creativity, and all things digital? Join us at CFLP Trust as our new **Digital Marketing Apprentice** and play a central role in sharing the inspiring work happening across our family of schools. This role is for 37 hours per week, term time only

**Who we are**  
The CFLP Trust is a Staffordshire-based community of First and Primary schools with a proven track record of improvement. With our children at the heart of everything we do, we work collaboratively to ‘Inspire Excellence Together’. Our central team and partner schools are united by a commitment to innovation, support, and a belief in the power of education to change lives and that every child really does matter.

**The opportunity**  
We are looking for a creative and enthusiastic Digital Marketing Apprentice to help us showcase our journey, celebrate our people and spotlight the positive impact of our work. This is a unique chance to grow your skills in digital content creation, social media management and how to use insights to form marketing strategy — all while contributing to something truly meaningful and being part of the CFLP family.

**What you will be doing**  
You will be part of a friendly and experienced central team, supporting on a wide range of digital and general marketing tasks. Your responsibilities will include:

* Planning and creating engaging social media content
* Sourcing and editing photos and videos
* Managing and developing our website
* Reporting on digital insights and analytics
* Seeking out positive news and support in the re-telling to different audiences and channels
* Assisting with the production of marketing materials
* Supporting with events and community initiatives
* Acting as a brand ambassador and upholding brand standards

**What you’ll need:**  
✔ A passion for marketing and digital media  
✔ Strong written and communication skills  
✔ GCSE English (Grade C/4 or above)  
✔ A proactive, organised, and creative mindset

**Interested?**  
Apply now and help us to ‘Inspire Excellence Together’. Download our job description here and apply before the closing date.

Closing date: 27th June 2025 at 9am

Shortlisting date: W/c 30th June 2025

Interview date: W/c 7th July

Start Date: September 2025