

# Marketing Executive (Apprenticeship)

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## Job description

<b>Location</b>	Westminster, London (with flexibility to work from home)
<b>Contract type</b>	Full time, fixed term (18 month contract)
<b>Salary</b>	£24,000 - £27,000
<b>Closing date</b>	Rolling recruitment
<b>How to apply</b>	Please send a CV and cover letter to <a href="mailto:jobs@policyinpractice.co.uk">jobs@policyinpractice.co.uk</a>

## About this role

The Marketing Executive will play a key role in supporting the marketing team across a variety of digital and traditional marketing disciplines. Working closely with experienced marketing colleagues, the job holder will gain practical experience across the whole marketing mix from event coordination and campaign execution to digital marketing, social media and market research. They will contribute to the growth of the organisation's audience and brand visibility, building a solid foundation for a successful marketing career.

This role is ideal for an enthusiastic person who is eager to develop their career in marketing while making a meaningful impact on the lives of people on the lowest incomes in the UK. The job holder will learn to balance creative thinking with a results driven approach, helping to execute marketing activity targeted to different audiences that include organisations, policymakers, journalists and consumers.

By working with marketing colleagues, engaging with internal stakeholders, collaborating with other teams and assisting in the evaluation of marketing initiatives, the job holder will develop valuable communication, analytical and organisational skills.

With the opportunity to make meaningful contributions to real world projects, this apprenticeship is a unique stepping stone into the dynamic world of marketing. If you're a motivated, innovative marketer who is passionate about making a tangible difference, please join us to help shape the future of how data is used for good.

## Job description

- 1. Events and webinars:** Assist the Growth Marketing Manager in planning and executing events and webinars, helping with logistics, lead generation and post event analysis
- 2. Media and campaigns:** Assist the Marketing Campaigns and Engagement Manager to coordinate media outreach, maintain media contact lists and support the execution of tiered marketing awareness campaigns
- 3. Digital marketing:** Assist the Digital Marketing Manager to make website updates, support sales campaigns, execute email marketing activity and track digital campaign performance
- 4. Social media:** Assist the Growth Marketing Manager in creating and posting content for social media. Help to plan, schedule and monitor social media performance and help optimise content to increase reach and engagement
- 5. Market research and reporting:** Conduct market research to inform marketing strategies, analyse campaign performance and report insights to the marketing team

## Other duties

- Support in creating marketing materials such as presentations, brochures and digital assets
- Stay informed about industry trends and competitors to contribute fresh ideas to marketing campaigns
- Collaborate with colleagues to ensure consistent brand messaging across all marketing activities
- Other marketing activities as directed by the CMO

## The ideal candidate

### Skills and experience

#### Essential

- Outstanding communication skills, verbal, written and listening, with the ability to build strong relationships and rapport
- Basic understanding of marketing principles and digital marketing techniques
- Proficiency in Google Workspace and/or Microsoft Office
- Excellent organisational skills with the ability to prioritise tasks, manage competing deadlines, and maintain attention to detail under pressure
- Proactive, enthusiastic, and eager to learn, with the ability to absorb, distill, and communicate complex information
- Comfortable executing at pace, even with changing briefs, and adapting to a dynamic, fast-paced environment
- A motivated self-starter who demonstrates initiative, takes ownership, and works effectively both independently and as part of a team
- Curious, ambitious, and driven to make a positive impact through the power of technology
- Passionate about the social purpose of the business and committed to driving meaningful change

#### Desirable

- Previous experience or studies in marketing, communications, or business
- Familiarity with marketing tools like Google Analytics, SurveyMonkey, Canva or social media management platforms
- Creativity in content creation and design
- Analytical mindset with the ability to interpret data, extract insights, and inform decision making
- Knowledge or interest in the welfare system, local government, social housing, utilities, finance, or the charity and advice sectors



## About Policy in Practice

Policy in Practice believes data and technology have the ability to empower people and change lives. Our goal is to be the single point of access for all people on means tested benefits, and enable effective public services through citizen centred services.

We aim to reach as many households as possible across the UK. We will do this via growth of existing products in public and private sector organisations, and through expansion into new markets.

Policy in Practice is at a pivotal point as we continue to move from start up to scale up. We have invested in our capability, and development has moved from ideas to prototypes and in some cases to production.

## Policy in Practice's vision and mission

### Vision

We believe data and technology have the ability to empower people and change lives.

### Mission

Empower people via proactive, integrated support.

We will help more people to live better lives using our expertise in social policy, data and technology.

We are transforming the way society supports low income families through citizen centred approaches. We focus on improving how all policy areas, sectors and journeys combined can have an impact on people and their outcomes.

### Values

#### Purposeful and passionate

- We push for opportunities to improve, not just for our clients or for ourselves, but also for the people who need our help.
- We take responsibility. Details Matter. We have a genuine passion to help people, with a willingness to take action.

#### Insightful and impactful

- We go beyond straightforward analysis to get to the 'So What?', driving our policy insight and services to deliver impact.

- We think deeply and communicate simply in a way that helps people make the right decisions.

## Respectful and supportive

- We are willing to discuss and debate openly, listening to both sides and relying on evidence and strong relationships to reach shared positions.
- We have each other's back.

## Why work here?

- Working in a thought-leading organisation where you can empower people and change lives.
- Flexible working arrangements with hybrid and remote working available
- Opportunities for quick career progression
- Policy in Practice colleagues say:

*“Everyone is lovely and we do such impactful work. There is a very caring employee culture, and a drive to share expertise.”*

*“I appreciate how our work helps shape policies and the supportive team environment here encourages everyone to grow. Flexible working options make it easier to balance life and work and our inclusive culture makes this a welcoming place to be.”*

*“The work is extremely meaningful and translates directly into tangible benefits.”*

## How to apply

Please send your CV with a cover letter that clearly outlines your suitability and your interest in the post to [jobs@policyinpractice.co.uk](mailto:jobs@policyinpractice.co.uk) as soon as possible.