Digital Content Creator & Marketing Coordinator

Summer Internship - 10 hrs per week

Introduction

We create opportunities for people of all backgrounds to forge a successful career in tech, and provide businesses with the training, insight and support they need to progress employees from apprentices to senior positions.
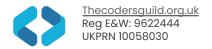
Industry Led, Community Driven

At The Coders Guild, we bridge the gap between talent and opportunity. We offer tech apprenticeships and digital skills training designed to equip both newcomers and career changers for success. Our industry-led approach ensures that your workforce is well-prepared and up-to-date with the latest tech advancements. Being 'Community-Driven' is about more than just providing excellent training. It means that we strive to deliver tangible value back to the communities we're a part of—whether those communities are defined by location, demographic, or technical speciality.

Our Culture and Code of Conduct

Work-Life Balance and Well-being: We recognize that a healthy work-life balance and well-being are essential for both personal and professional growth. We actively promote and support work-life balance among our staff, associates, and students. Our flexible learning and working arrangements, along with well-being programs and resources, ensure that everyone can thrive in their roles without compromising their personal lives.

1. **Integration of Well-being into Our Culture:** Well-being is not just a checkbox; it's embedded in our organisational culture. We encourage self-care, stress management, and mental health awareness. We provide resources and support for our staff and associates to maintain a balanced and fulfilling life, both inside and outside of work.
2. **Holistic Approach to Education:** Our training programs go beyond technical skills. We emphasise the importance of a holistic education that includes personal development, resilience, and self-care. We believe that nurturing well-rounded individuals contributes to a healthier and more productive tech workforce.
3. **Supportive Community:** Our community is not just about education; it's a support network. We facilitate connections and relationships among students, staff, and

associates, creating a sense of belonging and support. This community ensures that no one feels isolated or overwhelmed, promoting overall well-being.

By incorporating these principles into our approach, we're not only preparing individuals for successful tech careers but also fostering a culture of balance, well-being, and integration. At The Coders Guild, we understand that happy and healthy individuals are more productive, innovative, and better equipped to contribute positively to the tech industry.

The Role

Summer Internship: 10 hours per week for 12 weeks

This is a summer internship role at £12/hr for 10hrs per week, for 12 weeks.

This role offers a unique opportunity for creative individuals to create digital content including videos, blog posts and social posts. You will also be responsible for managing digital ads, writing compelling blog posts, and overseeing our social media presence.

About You

We're looking for a creative and detail-oriented freelance content coordinator to join our team. You should have experience with video editing and design. You will also have a talent for crafting engaging content across various platforms. A solid understanding of content strategy, strong communication skills, and the ability to meet deadlines are essential. Your adaptability and familiarity with digital marketing concepts will be valuable assets in this role. Above all, we're seeking a self-motivated professional who can work independently, contribute fresh ideas, and tailor content to our target audience's needs. If you're passionate about creating content that makes a difference, we'd love to hear from you.

About the Role

- Edit and produce high quality video content
- Manage digital advertising campaigns
- Analyse and report on campaign performance
- Create and optimise engaging blog content
- Maintain and enhance our social media presence through a weekly schedule of posts
- Fast reaction to 'likes' 'shares' DMs and RTs etc
- Stay current with industry trends and innovations
- Collaborate with the team to align content with our mission and objectives

- Feedback analysis and information to the management team to inform short and long-term digital communications, strategies and campaigns

TCG Marketing Channels and Content

Channels	Business As Usual (BAU) Content	Campaigns
- LinkedIn - Instagram - Facebook - TikTok - Blog - YouTube	- Sharing learner bios/pics of boot camp graduates to promote to recruiters and employers - B2B engagement (businesses to take on apprentices) - B2C engagement (individuals to train with TCG) - Video and written case studies of learners and employers - Work anniversaries for TCG staff - TCG new hires - Lunch and learns - monthly webinars available to the public on key skills/updates in tech eg AI skills - TCG.io (our monthly learner newsletter) highlighting upcoming events, trends and top tips in the industry.	**Confirmed** - Apprenticeship Lead Generation (B2B) - Interview our Skills Bootcamp graduates - Join the UX Trailblazer (B2B) - Brand Promotion **Pending** - Funded skills bootcamps and short courses - FinTech training - Redefining Adult Careers Support

Application Process

1. Apply on the website directly
2. First interview. This is a short 20-30 minute call to discuss your background and interest in the role. It's also a chance to learn more about the Coders Guild and the role.

Thecodersguild.org.uk
Reg E&W: 9622444
UKPRN 10058030

3. Panel interview. We'll send a selection of interview questions 3 days before the interview to help you prepare.

Should you require adjustments or flexible arrangements during the application process, please let us know in the notes section of your application and be reassured that this will not affect your application.

Benefits

- Flexible working options as standard: flexi-hours, working from home
- Professional Development support - additional qualifications, training, event attendance (agreed by Line Manager)
- Annual Company Away Day and Summer party

We are based in Leeds but are also open to someone working fully remote. Occasional trips to our Leeds office and to employer premises will likely be required. There may be occasional evening and weekend work.