

## Apprenticeship Vacancy

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| Vacancy Title                | Digital Marketing and SEO Apprenticeship   |
| Company Name                 | Falcon Digital   |
| Company Address              | Falcon Digital, Suite One, First Floor, Bridge House, Courtenay Street, Newton Abbot, TQ12 2QS   |
| Title                        | Mr   |
| Surname                      | Penny  |
| First name                   | Charles  |
| Position                     | Director   |
| Telephone                    | 01626 912390   |
| Email                        | <a href="mailto:charlie@falcondigital.co.uk">charlie@falcondigital.co.uk</a>   |
| Short Description of Vacancy | Looking for an exciting career in the ever-changing digital marketing and SEO world? Then you have found the right job for you! Falcon Digital is offering an elusive apprenticeship for the right minded, technology and digital marketing driven individual. We will train you in all things digital marketing, website development, portal management and most importantly, Search Engine Optimisation. |

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| <p>Full Description of Vacancy</p> | <p>After a period of rapid expansion, Falcon Digital – a new up and coming digital agency in the Southwest of England, is looking to grow and nurture our future team. We currently work for the likes of, NHS, Dartmoor Whisky Distillery, and the Ministry of Defence. If you like digital marketing, website development, SEO, and all things online, this is the role for you. Falcon Digital will pass on their knowledge and nurture you into a founding member of this rapidly growing business.</p> <p><u>Working Conditions:</u><br/> We are based in a modern office in the centre of Newton Abbot (5 minutes from the station). You will have your own hybrid electric desk (both standing and seated, ergonomic chair, dual screens and PC). From day one when you receive your uniform you will become part of the Falcon Digital family and we will nurture you throughout your career with us.</p> <p><u>Growth Opportunities:</u><br/> We are a start-up so expect an exciting work environment with a small and dedicated team. As mentioned earlier we are looking for individuals that are in it for the long-haul, we expect our current apprentices to become team leaders within two to three years and develop their own teams from there on out. We will give you the qualifications and training to do so effectively. We have clients all over the UK and from a vast variety of industries, you can expect site visits in a distillery one day and in an airport the next. This is a very exciting role.</p> <p><u>What's it like working for Falcon Digital?</u><br/> We are a modern business; we have worked the dreaded long hours and have suffered the pressure of corporate roles. At Falcon Digital we are changing the tide, we are open, honest, authentic, and always backing our staff. We offer a good holiday package, encourage an active lifestyle, facilitate all recommendations from our colleagues and always strive to develop our staff. Our office is fast paced and exciting. Be ready to have some fun, take on responsibility from day one and build a future for yourself.</p> |
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| List of Duties               | <p>Not exhaustive, but here are some of the duties you will undertake:</p> <ul style="list-style-type: none"> <li>- Client relationship management</li> <li>- Accounts</li> <li>- Develop proposals for perspective clients</li> <li>- Develop digital marketing campaigns and pitch to clients</li> <li>- Manage your own client list</li> <li>- Manage SEO contracts</li> <li>- Apply on page and off page SEO to clients' websites</li> <li>- Manage social media channels</li> <li>- Develop your own social media management style and assets</li> <li>- Manage client assets and files effectively</li> <li>- Update client websites</li> <li>- Design and build client websites</li> <li>- Install forms, software etc on client sites</li> <li>- Deliver support for clients in need</li> <li>- Write up and develop Falcon Digital systems for progression of you and your future teams</li> <li>- Monitor analytical data and adapt client strategies to said data</li> <li>- Help develop a new company and forge your own future</li> <li>- Learn</li> <li>- Develop</li> <li>- Grow</li> </ul> |
| Weekly Wage                  | £4.81 / hour  |
| Working Hours                | Monday to Friday<br>9-5 with 1 hour lunch   |
| Total Hours Per Week         | 35 hours per week (7 at college)  |
| Future prospects description | <p>We expect our apprentices to become vital members of our team, with our current projections we see a demand for a large-scale development team, digital marketing team and SEO team. Come forge your path and choose your own destiny. The future is limitless.</p>  |