

# CONTENT CREATOR APPRENTICE

Salary Range: £13,006.50

Location: Harrietsham, Kent



## The Story:

Established in 1976, Bedfont is an award-winning medical technology company based in Harrietsham, Kent. Its breath analysis medical devices are exported globally thanks to its network of carefully selected distributors.

## The Challenge:

Healthcare is evolving and the market for breath analysis monitors is expanding. Bedfont are looking for hard-working, like-minded, and passionate individuals to join the Bedfont Family to help achieve its goal of innovating healthcare worldwide.

## The Benefits:

- 25 days paid holiday plus bank holidays
- Private healthcare
- Optical allowance
- Pension scheme
- Bonus scheme
- Hybrid Working
- Employee Assistance Program
- Rewards App
- Social events
- Well-being warriors
- Bike-to-work scheme
- Employee awards
- Free on-site parking
- Training & Development Opportunities
- Uniform

## Your Mission:

This Content Creator Apprentice role will provide support in various marketing activities, with a particular focus on social media creation and scheduling, written content creation, video production, website management, and general marketing tasks. The successful candidate will have a passion for marketing, strong creativity, excellent communication skills, and a willingness to learn and grow in a fast-paced environment, and will help support the delivery of effective communications and marketing activities.

## Roles and Responsibilities:

- Assist in creating and scheduling engaging content for social media platforms, including Facebook, Instagram, Twitter, LinkedIn, YouTube, etc. in line with the brief, brand and budget
- Produce and maintain paid advert campaigns on social media platforms
- Work to ensure all social media content is accessible (e.g., subtitles)
- Collaborate with the marketing team to develop written content for various marketing channels, such as blog posts, email campaigns, website content, and press releases
- Support the production of videos for marketing purposes, including scriptwriting, filming, editing, and post-production tasks
- Manage and update the company website, ensuring content is accurate, up-to-date, and aligned with brand guidelines
- Work with the marketing team to conduct regular website audits to identify areas for improvement and implement SEO best practices
- Work closely with the marketing team to implement design changes, new features, and website optimizations
- Monitor and respond to social media interactions, comments, and inquiries in a timely and professional manner

## Bedfont® Scientific Ltd.

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- Proactively follow, like, share and comment on relevant online content from other businesses, customers etc
- Contribute to brainstorming sessions and generate creative ideas for marketing initiatives
- Stay up to date with the latest marketing trends, technologies, and best practices

In addition, employees may be required to undertake other duties as may reasonably be required of them. In these circumstances training will be given where it is considered.

### Qualifications:

This job is an apprentice scheme open to all with relevant experience or interest. The following GCSE, A-Level or vocational qualifications or subjects are preferable and training on the Bedfont products will be given.

- Business studies
- Media studies
- English
- Creative Media
- Photography/Video production

### Valuable Expertise:

- Knowledge and understanding of social media and how it works
- An understanding of basic marketing and SEO principles and best practices
- An understanding of the adobe design suite is an advantage
- Awareness or exposure to the principles of the following areas: search marketing, search engine optimisation, email marketing, web analytics and metrics, mobile apps and Pay-Per-Click and understands how these can work together
- A self-starter with a proactive attitude, eager to learn and contribute to the team
- An interest in social media management, content creation, video production, and website management
- Excellent written and verbal communication skills, with a keen eye for detail and grammar
- Exposure to using social media platforms and social media management tools
- Familiarity with website content management systems (e.g., WordPress, Drupal) and basic HTML/CSS knowledge

Bedfont<sup>®</sup> Scientific Ltd. does not and will not discriminate in the recruitment or managing of staff on the basis of race, colour, religion, gender, age, disability, marital status, sexual orientation and more. We are an equal opportunity employer and Bedfont<sup>®</sup> regards every employee as a member of the Bedfont<sup>®</sup> family and is committed to providing a fair, safe, diverse and welcoming atmosphere. Our application process has been designed so that everyone is able to demonstrate their skills and how they meet the criteria required for the job advertised. If you are interested in applying for this role, please visit <https://www.bedfont.com/careers> to apply.

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