



Nottingham Greyhound Stadium

Position:	Social Media and Marketing Apprentice
Reporting to:	Marketing and Communications Manager
Responsible for:	Supporting the delivery of social media and marketing activity across our Greyhound stadiums.
Contract type:	Temporary – Full time
Hours of work:	40 hours per week

About the role:

We are looking for a proactive and detail-oriented Apprentice to support the delivery of social media and marketing activity across our Greyhound stadiums. This role is social media-first, with marketing support as a secondary focus, offering hands-on experience across content creation, campaign support, and digital marketing.

The role is designed to support the Marketing Manager, with a strong emphasis on learning, development, and building practical experience.

Please note that the role will be based at Nottingham Greyhound Stadium with travel across other greyhound sites as required. Throughout the course of your apprenticeship, you will have one day per week allocated to off-the-job training and study towards achieving your Level 3 Marketing qualification.

Key responsibilities for the role will include:

Social Media & Content Creation

- Support the creation, filming, and editing of engaging content for social media platforms including Facebook, Instagram, X, and TikTok
- Assist in planning and producing both short-form and long-form video content that reflects current trends, audience behaviours and the sport in general
- Schedule and publish content using relevant social media management tools, ensuring consistency, accuracy, and timeliness
- Monitor social media channels, track engagement, and highlight opportunities to improve performance

Campaign Support

- Assist with the implementation of marketing campaigns, supporting the preparation and organisation of marketing assets
- Ensure campaign materials are accurate, aligned to brand guidelines, and ready for use



Content Planning & Brand Consistency

- Support the development of content calendars
- Maintain brand consistency across all marketing channels and customer touchpoints
- Ensure all messaging is clear, accurate, and tailored to the target audience

Research & Insights

- Identify trends across social media platforms and the wider entertainment/leisure market
- Compile insights and share findings with the Marketing Manager to support future campaigns

Reporting & Analysis

- Support the preparation of monthly reports outlining marketing activity and social media performance
- Assist with basic performance tracking such as engagement, reach, and clicks

On-Site & Event Support

- Assist with on-site marketing activity including filming, photography, and live event coverage
- Support data capture initiatives and event-day promotions to drive customer engagement

Training & Development

- Receive training in social media management, content creation, and digital marketing tools
- Gain experience across campaign planning, execution, and reporting
- Develop skills in video editing, content planning, and performance tracking

Skills and Qualifications:

- GCSEs or equivalent qualifications in English and Mathematics are required. Additional qualifications or coursework in business administration or human resources are desirable but not essential
- Strong attention to detail with a high standard of literacy and written communication
- Interest in social media trends, digital marketing, and content creation
- Basic knowledge of video editing and content creation tools (e.g. CapCut, Canva, Adobe Suite or similar)
- Organised, with the ability to manage multiple tasks and deadlines
- Creative mindset with a willingness to learn and develop new skills



Key Performance Indicators:

1. Achieve monthly social media engagement, reach, and follower growth targets through consistent content delivery.
2. Produce high-quality branded content and publish all scheduled posts accurately and on time.
3. Support successful marketing campaigns and live events through timely delivery of assets and on-site coverage.
4. Provide accurate monthly performance reports and identify opportunities to improve marketing results.

Other

To comply with all Health and Safety procedures associated with the department at all times. This relates to:

- Standards and procedures of correct working practices
- The completion of risk assessments
- COSHH regulations
- Use of Personal Protective Equipment

To control wastage and operate according to the Companies environment policy with regard to:

- product control and waste minimisation
- proper care and maintenance of equipment to prolong its life
- using towels in appropriate quantity to minimise unnecessary laundering
- proper separation and disposal of cardboard, paper and glass in recycling bins
- minimising energy wastage by switching off unused lights, heating, PCs and equipment

To be an ambassador for ARC and for our site, taking personal responsibility for finding out about our product and services, and at all times striving to represent the Company in the most professional, courteous and efficient manner possible.

The above is not an exhaustive list of duties, and you will be expected to perform different tasks as necessitated by your changing role within the organisation and the overall business objectives of the organisation.