



We are Global

We think big, work hard and never stand still. It's our talented and passionate people that make us leaders in creativity and innovation and the proud home to the best media and entertainment on the planet.

We're here to make everyone's day brighter. That's everyone from our Globallers, to our audiences, every partner we work with and every community we work in. Whether we're making shows or making headlines, making everyone's day brighter is behind everything we do.

Whether we're in the studio, building a world-class Global Player app, displaying brilliant Outdoor ads, or producing fast-moving digital content, we're at our best when we're working together. It's why we show up, deliver great work and above all, it's the reason we all love to work here.

The role

Commercial Marketing Apprentice (18 month placement)

Overview of job

The mission of marketing at Global is to create, nurture and grow some of the UK's most loved media brands in order to help Global achieve its immediate business goals, as well as making sure we embrace a brave, new digital future.

The Commercial Marketing Team has a B2B (Business to Business) responsibility to bring the Global brand to life for our marketing partners based at the of the world's leading brands, media agencies and outdoor specialist agencies via a range of marketing channels and disciplines.

The role of the Commercial Marketing Apprentice is to support the national commercial marketing team and ensure the smooth running of all marketing campaigns and other activity, giving the role a 360° overview of commercial at Global.

This Apprenticeship is based in the Content and Activations team part of the National Commercial Marketing Team, looking after how Global shows up in communications with partners, whether that's an audience with clients, industry events, social media and comms.

The team has a busy and exciting year ahead and the Apprentice role ensures all our marketing materials are best in class and acts as a central point of contact for internal and external enquiries.

This role gives the candidate the opportunity to develop their marketing skills while learning about the three main areas of Global's business – Audio (comprising household names like Capital, Heart, Radio X, Classic FM and 100s of podcasts), Outdoor - with our market leading billboard and London Underground outdoor estate - and DAX, our pioneering digital audio advertising platform.



3 best things about the job

- Bumping into some of the biggest names in radio while getting a coffee
- Getting to see the bigger picture. You'll work in a team that makes massive projects happen, and you'll have the satisfaction of seeing the job through.
- Collaboration. Working with a wide range of partners across Marketing, Product and Commercial you'll learn something different every day!

Why come and join Global?

- Competitive salary
- 25 days of holiday
- Access to g:Perks Global employee benefits to include GymFlex and Season Ticket Loan
- Level 3 apprenticeship qualification
- Access to a network of media industry experts

Measures of success –

In the first few months, you would have

- Built relationships with key contacts in the Commercial team, helping organise events in agencies and presenting to these contacts
- Helped deliver our latest assets across DAX – including useful infographics with a keen visual eye
- Analysed our competitors, paying close attention to market positioning, website. You may be asked to produce a report using spreadsheets and visualising with graphs
- Created and given presentations with a narrative and key takeaways using Keynote

Responsibilities of the role

- Work alongside the Commercial Design and Online & CRM teams to manage the production and delivery of marketing materials and landing pages for Global's products and campaigns using Wordpress
- Assist the Commercial Marketing team in their day-to-day tasks (like building slides, meeting agendas)
- Event and activation logistics, including assisting with booking travel and talent management
- Represent National Commercial Marketing in meetings
- Identify newsworthy topics that could turn into campaigns and social media moments
- Updating specialist photography portals
- Compile event invitation lists and help track RSVPs
- Support the delivery of in-agency sales activations, both in-person events and digital events
- Coordinate our Case Study process to have up-to-date examples of Global's best work
- Deliver regular and ad-hoc reporting in a timely and efficient manner
- Deliver all work to the highest possible quality output, all in line with Global brand design guidelines and copywriting style
- Assist with website audit and updates



Measures of success – what we are looking for in this role

- Demonstrate high levels of creative enthusiasm, highlighting your passion for marketing and communication
- A can-do, confident attitude to a varied and exciting role. You get out what you put in!
- Collaborate and build positive relationships with your peers and key partners across the business
- Help deliver our latest product marketing collateral for our Outdoor business
- Work as part of the team to coordinate our latest in-agency events calendar

Overview of the Level 3 Multi-Channel Marketer Apprenticeship

As this role is an apprenticeship, you will be studying for a qualification throughout the 18 months. The qualification you will gain at the end of this is Level 3 Multi-Channel Marketer

Everyone is welcome at Global

Just like our media and entertainment platforms are for everyone, so are our workplaces. We know that we can't possibly serve our diverse audiences without first nurturing and celebrating it in our people and that's why we work hard to create an inclusive culture for everyone. We believe that diversity will set us apart, so no matter what you look like, where - you come from or what your favourite radio station is, we want to hear from you.

We will always seek to make appropriate adjustments to the recruitment process and workplace to be fully inclusive to people with different needs and working styles. If you require us to make any reasonable adjustments for you or to disclose a condition, please email recruitment@global.com