

Role Title: Junior Marketing Executive Apprentice

Team: Client Services / Delivery

Reporting to: Client Services Director

Salary: £17,000 to £19,000

Location: Blyth Workspace, Commissioners Quay, Quay Road, Blyth, NE24 3AF

Working hours and contract: Full time

*Please send your CV and covering letter highlighting why you want to work at Horizon Works to hello@horizon-works.com by **Friday 23rd October 2026**.*

Background to company

Based in Blyth, one of the UK's leading renewable energy hubs, Horizon Works is a specialist B2B marketing agency helping innovators in complex industries achieve global recognition and adoption of their products and services.

We partner with ambitious, technology-led organisations developing solutions of worldwide significance, supporting clients across sectors including manufacturing, engineering, life sciences, technology, offshore wind and renewables, automotive, and defence.

Working with regional, national and international clients, we deliver integrated marketing programmes spanning strategy, PR, content, design, digital marketing, website development, SEO, animation and more. Our mission is to help pioneering businesses communicate their value, accelerate growth, and make a lasting impact in their markets.

For more information, visit www.horizon-works.com

Who are we looking for?

We are looking for an enthusiastic and motivated individual who wants to begin a career in marketing through an apprenticeship. Previous marketing employment is not required. This opportunity would suit someone who is curious, creative and keen to combine practical experience at Horizon Works with structured learning towards a recognised apprenticeship qualification.

You will be organised, comfortable communicating with others and interested in content, digital platforms and how businesses market themselves. With close support from experienced colleagues and your apprenticeship training provider, you will contribute to integrated campaigns for ambitious clients in complex industries and gradually take greater ownership as your knowledge, skills and confidence develop.

Role purpose

The Junior Marketing Executive Apprentice supports the planning, coordination and delivery of integrated marketing activity for Horizon Works and its clients. Working closely with Client Partners and the wider delivery team, the role contributes across content, digital marketing, social media, PR, email marketing, websites, events and sales materials.

The role combines practical, supported experience across marketing disciplines with structured apprenticeship learning. The apprentice will have protected time to complete training, assignments and development activity, with guidance from their line manager, colleagues and training provider. Responsibilities will increase gradually as competence and confidence develop.

What this role is accountable for:

- Supporting Client Partners and the delivery team with clearly defined tasks that contribute to client marketing strategies, plans and integrated campaigns.
- Helping to coordinate tasks, schedules, milestones, information, feedback and approvals so work moves forward effectively.
- Observing and attending selected client meetings with support, taking accurate notes and helping to complete agreed actions.
- Drafting and editing content for social media, blogs, articles, case studies, emails, websites, press releases, sales materials, brochures and presentations, with appropriate briefing, supervision and review.
- Scheduling and publishing social media content and supporting email marketing campaigns.
- Assisting with website content updates, digital content and basic website administration.
- Applying good search optimisation principles to digital content, including visibility across traditional search engines and emerging AI-powered search platforms.

- Supporting PR activity, media research, events, exhibitions, webinars and trade shows.
- Conducting research into client markets, competitors, customers, sectors and target audiences.
- Gathering campaign data and supporting clear, accurate client reporting.
- Proofreading work and checking that content is accurate, consistent and aligned with brand guidelines.
- Supporting Horizon Works marketing, PR, business development campaigns, events and industry engagement.
- Keeping project information and internal systems accurate and up to date.
- Building positive, professional relationships with clients, colleagues, suppliers and industry partners.
- Completing apprenticeship learning, assignments and evidence requirements within agreed timescales.
- Applying learning from the apprenticeship programme to day-to-day work and sharing progress during regular reviews.

Values and expected behaviours

The Junior Marketing Executive Apprentice is expected to consistently demonstrate Horizon Works' values:

- **Passion** - Shows genuine enthusiasm for clients' ideas, sectors and ambitions, and for developing a career in marketing.
- **Ownership** - Takes responsibility for agreed tasks, learning activity and deadlines, asks questions early and follows actions through.
- **Collaboration** - Builds open, positive working relationships and contributes helpfully to the team.
- **Positivity** - Brings a friendly, supportive and solutions-focused attitude to colleagues and clients.
- **Inspiration** - Is motivated by clients' innovation and global impact, bringing curiosity and fresh ideas to the work.

Key relationships

Internal:

- Managing Director.
- Client Services Director.
- Client Partners.
- Delivery team.
- Business development and marketing manager.

External:

- Client contacts and stakeholders, with support from a Client Partner or colleague.
- Industry partners and contacts.
- Apprenticeship training provider and assessor.
- External suppliers and agencies.

Performance framework

Quality and delivery

- Work is accurate, well written, carefully proofread and aligned with client briefs and brand guidelines.
- Agreed tasks are completed to deadline, with progress or risks communicated early.
- Project systems, schedules and records are kept accurate and up to date.
- Feedback is applied constructively and used to improve future work.

Client and team support

- Clients and colleagues receive friendly, professional and appropriately supervised support.
- Meeting notes, follow-up actions and requests for information or approval are clear and timely.

- Contributes positively to smooth, collaborative ways of working across projects and campaigns.
- Builds confidence in day-to-day client communication with appropriate guidance.
- Participates positively in apprenticeship progress reviews involving Horizon Works and the training provider.

Marketing contribution

- Produces useful, engaging content across a growing range of formats and channels.
- Contributes research, ideas and practical support to integrated marketing campaigns.
- Uses campaign data to support reporting and identify learning for future activity.
- Supports Horizon Works marketing and sector engagement activity as required.

Learning and development

- Builds knowledge of marketing disciplines, digital platforms, AI-powered tools and Horizon Works' specialist sectors.
- Completes apprenticeship learning, assignments, evidence and progress reviews to the required standard.
- Takes an active role in training, coaching and personal development.
- Shares relevant trends, ideas and examples with the team.
- Demonstrates growing confidence, judgement and ownership over time.

Role requirements (High Level)

Experience and knowledge

- A genuine interest in beginning a career in marketing and completing the associated apprenticeship programme.
- Eligibility to undertake the selected apprenticeship programme. Final entry requirements will be confirmed with the appointed training provider.
- Good standards of written English and numeracy, with the ability to communicate clearly and accurately.

- No previous marketing employment or agency experience is required.
- Experience gained through school, college, volunteering, personal projects, part-time work or extracurricular activity would be welcomed but is not essential.
- An interest in social media, content, digital platforms, business, engineering, technology or innovation.
- A willingness to complete structured learning, assignments, evidence gathering and progress reviews alongside the practical role.

Skills and attributes

- Clear written and verbal communication skills, with an interest in developing copywriting, editing and proofreading ability.
- Good organisational skills and the willingness to learn how to manage tasks and deadlines effectively.
- Strong attention to detail and a commitment to high-quality work.
- Basic confidence using Microsoft Office or similar applications, with a willingness to learn new platforms and technologies.
- An understanding of brand consistency across marketing communications.
- The curiosity to research unfamiliar or technical subjects and learn how to turn detailed information into clear, accessible content.
- A friendly, professional and approachable manner.
- Curiosity, initiative and enthusiasm for learning.
- A collaborative approach and the confidence to ask questions or seek support.
- An alignment with Horizon Works' values and way of working.

Progression indicators

A Junior Marketing Executive Apprentice is showing readiness for progression when they:

- Consistently deliver accurate, high-quality work with gradually reducing day-to-day supervision.
- Take ownership of defined campaign activities and smaller tasks from briefing through to completion.

- Communicate confidently and professionally with clients on routine matters.
- Manage priorities and deadlines reliably, raising risks and proposing solutions early.
- Use campaign results and audience insight to suggest practical improvements.
- Demonstrate broader marketing and sector knowledge and apply apprenticeship learning effectively.
- Meet the required knowledge, skills, behaviours and assessment milestones of the apprenticeship programme.
- Consistently role model Horizon Works' values.

Development and review focus (annual / ongoing)

Performance and progression discussions should consider:

- Quality, accuracy and reliability of marketing delivery.
- Progress against the apprenticeship learning plan and required knowledge, skills and behaviours.
- Development of copywriting, digital, PR, campaign and reporting skills.
- Organisation, project coordination and management of deadlines.
- Confidence and professionalism in client and team communication.
- Growth in sector knowledge, marketing judgement and independent ownership.
- Contribution to Horizon Works marketing and wider team activity.
- Living and role modelling Horizon Works' values.

Scope and flexibility

As Horizon Works grows and the Junior Marketing Executive Apprentice develops, the scope of the role may expand to include greater ownership of campaigns, projects and client communication, while remaining grounded in our purpose of championing innovators and driving global impact.