

JOB TITLE:

Digital Marketing
Apprentice

DEPARTMENT

Web Content

Web Content Testimonials

Q: WHAT DOES YOUR TYPICAL DAY AT WORK LOOK LIKE?

My day-to-day role consists of completing a combination of product listings and blog posts. This is usually in my field of expertise which is drums. Whilst doing listings, I research the product thoroughly, ensuring I have accurate information on the product. Included in the research, I occasionally apply my own knowledge and experience of products in the form of playing suggestions or product features.

Once the research is complete, I then start to write up the listing providing every piece of information that would be useful to the customer, this includes important features along with the product code so customers can easily find the product in future visits.

As part of the listing process, I also need to source images for the product. To meet the Gear4music standard, I edit the images using photo editing software. Once the copy is complete, I apply the content and product image to our Bespoke CMS. After this is submitted, the editor notifies me of any changes that need actioning.

Other tasks can include minor updates in which the content needs refreshing. Listing Updates can be in the form of new images, updated branding, or simply checking all information is still relevant and accurate.



Blog posts are also often part of my working day, this is usually on certain topics regarding drums, although it can be on other instruments as well. I work to a brief of what the blog should include, this ensures writing structure and communicates any extra info on the blog.

From the brief, I start to research the blog topic thoroughly using reliable sites such as suppliers and manufacturers, as well as using a variety of mediums. Similar to the process of creating listings, I use my knowledge of drums to help in my research and approach the blog in a way that will be informative for the customer – trying to answer within my copy any questions they potentially have on the topic. Once I have completed my in-depth research, I write up the blog post, making any edits and sourcing suitable images for the post.

As a Digital Marketing Apprentice, my day-to-day mainly consists of writing copy content for listings. On days I am not doing this, I am attending regular training to complete my apprenticeship, getting experience in various parts of the business. Through completing my apprenticeship, I am doing a range of tasks, from creating social media copy and scheduling posts, to creating copy for ads and learning about SEO.

Q: WHAT IS YOUR FAVOURITE PART OF YOUR JOB ROLE?

My favourite part of the job role is I am always learning new things, whether it's researching new products and releases or learning how my copy can provoke action. From a unique snare drum or a new range of cymbals, there is always something that catches your eye. This has improved my existing knowledge of drums and furthered my instrument playing. From finding new gadgets to make tuning easier or handy stick accessories to improve technique. This enthusiasm can be projected into the copy allowing for engaging content to be created, all from a drummer's perspective.



Not only has it improved my knowledge of drums, but other instruments too. With some copy requiring research on Live sound or even guitar enriching my knowledge of these areas. Although it is not all down to web-based research, as there are plenty of people in the content team with a wealth of knowledge in each department. From orchestral to guitars, there is always the option to ask for their recommendations etc.

Along with finding out more about each product, another aspect of the job I enjoy is learning more about how marketing works. And also looking into how my listings can potentially inform a person's decision to make a purchase and engage with the product and the site overall. Similarly, I enjoy passing on the knowledge and tips I have learnt about drums through blog posts and listings, helping the customer to learn more about the products featured in the blog post.

Q: WHAT DO YOU ENJOY THE MOST ABOUT WORKING AT GEAR4MUSIC?

I enjoy how the job allows me to work within music whilst also delivering the chance to learn more about copywriting and the various roles within digital marketing. This gives me the opportunity to get hands-on experience in marketing and all within an industry I know.

In terms of learning more about marketing, the department managers at Gear4music offer plenty of opportunities to get experience in the chosen field of digital marketing. Whether it's experience and training on socials or gaining experience in SEO. Having the opportunity to write content on a subject I am passionate about is incredibly rewarding, whilst within my copy, I can help other drummers choose the right product for them.

On a personal level, another positive thing about working for Gear4music is the incredible team I work with. All have in-depth knowledge of their instruments or tech and are always happy to help each other out, whether it's thorough knowledge or work queries. The fact that everyone has an interest in music, creates a great atmosphere.

