

JOB DESCRIPTION

AI & Digital Growth Apprentice

Sales, marketing and practical AI adoption

Department	Sales & Marketing
Reports to	Sales & Marketing Manager
Contract	Full time Apprenticeship
Starting salary	£22,000 per annum
Salary review	Formal review after 12 months, including applicable National Minimum Wage requirements
Apprenticeship	Level 4 Artificial Intelligence (AI) and Automation Practitioner
Location	Remote / home-based within the UK

Role proposition

An AI-first development role for someone who is genuinely passionate about emerging technology and wants to apply it to real business challenges. You will work within Sales & Marketing while also helping Projecting Success identify practical opportunities to use AI and automation to work smarter and grow.

1. Role purpose

The AI & Digital Growth Apprentice will work within the Sales & Marketing team to support business growth, strengthen engagement with employers and learners, and make greater use of artificial intelligence and automation.

Alongside day-to-day sales and marketing activity, the postholder will act as an internal AI advocate: researching tools, testing ideas, identifying automation opportunities and helping colleagues translate AI into practical business improvements.

The role is designed to provide meaningful workplace experience aligned to the Level 4 Artificial Intelligence (AI) and Automation Practitioner apprenticeship. The apprentice will not be expected to arrive as the organisation's AI expert; success will come from curiosity, experimentation, responsible use of technology and a willingness to learn quickly.

2. Key responsibilities

AI & automation

- Develop a strong understanding of AI, automation and emerging digital technologies and how they can be applied within Projecting Success.
- Act as an advocate for the effective, responsible and practical use of AI across the organisation.
- Work with colleagues to identify processes and repetitive tasks that could be improved or streamlined through AI and automation.
- Research, test and help implement AI and automation tools, integrations and workflows with appropriate oversight.
- Use AI to improve research, content creation, campaign planning, customer engagement and internal efficiency.
- Support the documentation, testing and evaluation of new AI and automation solutions, including the benefits and risks.
- Share useful learning, examples and emerging developments with colleagues.
- Use AI and data in accordance with organisational policies, data protection requirements and agreed governance.

Marketing & content

- Create and adapt engaging content for employers, learners and wider audiences.
- Develop content for social media, email campaigns, websites, newsletters and other digital channels.
- Use AI appropriately to support content ideation, drafting, repurposing, editing and optimisation.
- Schedule and publish content across agreed social media platforms and support the development of new channels where appropriate.
- Support campaign planning, content calendars, website updates, landing pages and lead-generation activity.
- Repurpose existing material into different formats to maximise reach and value.
- Monitor digital engagement and use data to understand what is working and where activity can be improved.

Sales, CRM & growth

- Support lead-generation activity and prospect engagement across the Sales & Marketing team.
- Use AI tools to support market research, prospect research, audience segmentation and campaign personalisation.
- Maintain accurate and useful information within HubSpot.
- Use HubSpot to build and improve workflows, campaigns, customer journeys and automated tasks.
- Support email marketing activity, including lists, workflows, campaigns and reporting.
- Help improve CRM data quality and reduce unnecessary manual administration.
- Support the team in monitoring enquiries, leads, campaign performance and conversion.
- Identify opportunities where AI and automation could improve the experience of prospective employers and learners.

Organisational AI development

- Bring forward ideas for how AI and automation could improve the way the organisation works.
- Challenge existing ways of working constructively where technology could provide a better solution.
- Experiment with new approaches in a controlled, responsible and evidence-led way.
- Work with different teams to understand their processes and business challenges.
- Help colleagues build confidence in using AI appropriately.
- Contribute to the development of the organisation's wider AI and automation approach.
- Help demonstrate measurable improvements in productivity, quality, customer experience or commercial performance from AI and automation activity.

3. Apprenticeship & development

The postholder will undertake the Level 4 Artificial Intelligence (AI) and Automation Practitioner apprenticeship as part of their employment. They will be expected to engage fully with their apprenticeship, complete agreed learning activity and apply their developing knowledge and skills within the role.

Projecting Success will provide appropriate time, support and workplace opportunities for the apprentice to develop and evidence their skills through practical AI, automation, CRM, marketing and business-improvement activity.

4. Person specification

Essential

- A genuine passion for AI, automation and emerging technology.
- Natural curiosity and enthusiasm for experimenting with new tools and ideas.
- An interest in how AI can change and improve the way businesses operate.
- Confidence using digital technology and the ability to learn new systems quickly.
- An interest in sales, marketing, social media and digital content.
- Clear written and verbal communication skills.
- Creativity and the confidence to contribute ideas.
- Good organisation and the ability to manage several activities at the same time.
- Ability to work independently while knowing when to ask for support.

- A willingness to test ideas, learn from results and continuously improve.
- Strong attention to detail and an understanding of responsible information handling.
- Ability to meet the eligibility requirements for the apprenticeship programme.

Desirable - but not required

- Experience of, or a personal interest in, generative AI tools and workflow automation.
- HubSpot or another CRM platform.
- Social media management, Canva or digital design tools.
- Video or short-form content creation.
- Email marketing or website content management.
- Data analysis and reporting.
- Coding, APIs or system integrations.
- Sales or lead-generation activity.

5. What success looks like

- Becomes a confident and credible internal advocate for AI and automation.
- Contributes consistently to useful, high-quality sales and marketing content.
- Improves the team's use of HubSpot and marketing automation.
- Helps reduce repetitive manual activity through practical automation.
- Identifies and supports implementation of useful AI use cases across the organisation.
- Can demonstrate evidence of improved efficiency, engagement, customer experience or commercial performance.
- Develops strong digital marketing, CRM and commercial skills.
- Successfully progresses through and completes the Level 4 apprenticeship.

6. Employment checks & expectations

- Employment is subject to satisfactory right-to-work and pre-employment checks appropriate to the role.
- The postholder is expected to comply with Projecting Success policies, including information security, data protection, equality, health and safety and responsible use of AI.
- The duties listed are intended to describe the main responsibilities of the role. They may develop reasonably as the apprentice's capability and the organisation's AI and growth activity mature.