



**Burleigh
College**



Education & Skills
Funding Agency



Burleigh College Traineeships

Traineeship Descriptions for 2 roles

Outstanding opportunity for four trainees required immediately to work initially on a placement with this fast-growing and exciting Homeware retail company. The company has plans for major expansion of its on-line presence, across the many web-based platforms from which it is already operating

There are 4 traineeships available, within two distinct roles, both based initially in the company's Ealing retail store, with the possibility following training of some homeworking using a laptop, which will be provided by the company.

The company currently has seven on-line platforms, and it will be a distinct advantage if you have an awareness of and understand the concept of ecommerce platforms e.g. Ebay, Amazon, Facebook etc.

Marketing Executives x 2

Placement will include

- Navigating Social Media platforms including Facebook & Instagram,
- Using a computer/laptop and basic associated software packages,
- Loading product information with descriptions and pictures onto the company's web platforms. This will include arranging product information on the cloud storage
- Customer friendly and focused, responding to customer queries on the phone and via e-mail.
- Processing customer orders via social media, and
- Providing support - where required - for the Manager in building and implementing marketing campaigns
- Arranging product information and pictures in a controlled manner on company cloud storage – company training provided

Skills required

- Have an understanding of and ability to navigate Social Media platforms including Facebook, Instagram and Amazon
- Have good IT skills, using a computer/laptop and basic associated software packages, and with the ability to process orders through social media
- Be Customer friendly and focused, responding to customer queries via the phone and emails.
- Have Good English skills written and spoken, and good numeracy skills (ideally a minimum of level 1)

Ability to write product descriptions and implement a basic marketing strategy (an advantage but not essential)

Ecommerce Executives x 2

Placement will include

- Using a computer and associated software packages.
- Cross checking labels and ensuring products match orders
- Pricing products in line with company pricing recommendations.
- Responding to offers and sales potentials, on-line and on the phone
- Booking parcel deliveries with suppliers upon order and follow-up with customers on delivery dates.
- Uploading and maintain products on multiple platforms - Training provided
- Writing creative content product description - Not essential

Skills required

- Awareness of and understanding of the concept of the existing ecommerce platforms i.e.Ebay, + Amazon
- Ability to use basic IT and software packages
- Good English and Maths Skills ideally min Level 1 (training can be given)
- Ability to work as part of a team
- Admin experience would be an advantage but not essential

Traineeships will comprise

Employability support with on-line workshops to prepare for employment (**virtual environment**)
Functional Skills in English & Maths up to level 2 (if not already held) (**virtual environment**)
On-the-job training (on-line and in-store)
Duration, expected to be flexible over 5 – 10 weeks, depending on prior qualifications and aptitude for the role

Training

Pre-employment training may include Interview Techniques, Confidence Building, Professional Dress, Team working, Dealing with difficult customers, Time Management, Work Principles, CV Advice. **All the pre-employability training will be delivered in a virtual environment**

On the job training will include:

Uploading and maintaining products on multiple ecommerce platforms, pricing, content writing and competing.
Creating advertisements and marketing campaigns on Social Media i.e. Facebook & Instagram.
Creating word content based on product images and Search Engine Optimisation.
Creating digital catalogues.
Invoicing, processing transactions and general reporting of financials.
Learning how to stay on visible and active on all ecommerce and social platforms.
Geographical logistics planning

Expenses

Whilst on placement travel expenses and an allowance for lunches will be provided
Traineeship hours – flexible, expected to be 70 – 100 hours of work placement over 3 – 5 weeks (e.g. 20 hours per week over 4 weeks, depending on prior skills)

Progression opportunities

Guaranteed interview with employer, and upon successful completion of this Traineeship can lead to permanent employment with this company

The permanent roles are likely to be a minimum of 25 hours per week

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Eligibility

Aged 16 – 24

Minimum Entry Level 3 English & maths

Must be on state benefits

Live within travelling distance to Ealing

Have documentary evidence: Passport or UK birth certificate; Universal Credit Statement; National Insurance Number; CV

Be unemployed and not in education nor training

For immediate referral

Call the Traineeship Team at Burleigh College on 020 8748 9898/07881577712

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