



NEW Apprenticeship

Digital Marketing Apprentice & Apprenticeship

Who you are:

Energetic and intuitive, with exceptional communication skills. You have at least one year of experience working in the music production industry. You're full of ideas to help streamline, automate, and improve the digital marketing experience for our clients. You'll be joining a small, but robust, in-house marketing team with the opportunity to learn and grow a wide variety of your marketing skills.

As a New Apprenticeship apprentice, you'll join with other apprentices in a cohort of about 10. You'll go through the curriculum together and build in demand skills. Learn more about the apprenticeship program here:

<https://newapprenticeship.com/apprenticeships/digital-marketing-apprenticeship/>

Work Experience Program:

This role is part of a 12 weeks Work Experience Program through a partnership with Workforce Solutions Alamo for Bexar County residents only. You will be working directly with Farm to Market Entertainment, while receiving additional training and support from the New Apprenticeship program.

Please note that full-time placement after the 12 weeks is not guaranteed.

However, you will continue in the apprenticeship program, where you will receive additional coaching and mentoring to help you in finding a full-time role:

<https://newapprenticeship.com/apprenticeships/digital-marketing-apprenticeship/>

NEW Apprenticeship:

In addition to working with our partner company, the right candidate will spend 10-15 hrs per week participating in the New Apprenticeship Digital Marketing Apprenticeship program. Apprentices receive accelerated digital marketing upskilling through expert training, mentoring, and coaching.

- Tuition for the apprenticeship program is calculated after any awarded Grant funding and employer contributions are deducted, with a maximum cost of \$14,000. No tuition will be due if full-time employment is not retained. *Note: most of our apprentices receive grants funds and or employer contributions to offset the cost of the program.

Farm to Market Job Requirements:

- Social media experience - managing the (coming soon) Farm to Market Entertainment brand and the artists on social channels including Facebook, Instagram, TikTok, and YouTube
- Email marketing experience - putting together email templates and managing the Mailchimp environments for parent brand and all artists
- Website experience - managing content on the site
- Content marketing experience - written and video content
- Music experience - assisting with video shoots and with producing artists' music
- Must be a Bexar county current resident
- Must have reliable transportation to drive to Shiner, TX area and be available to come on-site for video/music recording when necessary.

Why become an Apprentice:

- As an apprentice, you'll start with a cohort of around ten apprentices and complete the program over 12 months. You will also receive support from top industry coaches and mentors to progress through your personal and professional goals, skills roadmap, while also demonstrating new knowledge and competencies through hands-on application with your portfolio project.
- You'll complete milestones along the way like earning digital certifications to validate your skills, module portfolio projects, individual portfolio projects, while also working with other apprentices to participate in on-going training and development focused on your professional and technical skills.
- Best of all, you are a contributing member of your cohort team, putting forward ideas, taking on responsibilities and making choices about how you will make the apprenticeship experience your own all while applying what you learn weekly in your new role.

Admissions Process:

- All applicants will go through the New Apprenticeship admissions process, which includes an application, a short marketing project, and an interview with a graduate of the program.
- Accepted candidates may have an additional interview directly with the hiring manager

Please apply for the New Apprenticeship program here to be considered for this position: https://share.hsforms.com/1bu_6O5qEQw2PK_-uLyUaCAamoi

IMPORTANT NOTE: In the “How Did You Hear About Us” question you must select “Partner Company” and then select “Farm to Market Entertainment” to be considered for this position.