



The MK Mix is seeking an Apprentice Digital Content Creator

An opportunity is available for an out-going Apprentice Digital Content Creator.

The MK Mix is a Milton Keynes based legacy media agency that has supported local business, third sector and organisations through regenerative digital content creation and distribution.

Originally a popular fortnightly column published in the Milton Keynes Citizen newspaper from 2008-10, The MK Mix developed into a multimedia events platform. Considering the enormous impact Covid 19 has had on local communities, culture and business, the platform sees its role evolving to operate as a digital media outlet helping local business and organisation get back on their feet through regenerative content creation and distribution.

The Apprentice role will be pivotal in helping local businesses, organisation and individuals communicate their story in a way that connects them to the wider Milton Keynes community, and would suit an out-going energetic individual with enthusiasm for all things digital. We are looking for an individual with a passion for audio-visual production, written media and who is comfortable being in front of camera and working with a diverse range of people.

They will be involve updating existing material, generating novel work, and identifying new ways to reach the local community online.

During the apprenticeship they will learn to focus on appealing to interests by creating engaging material. Ultimately promoting awareness between local businesses, organisations, and individuals in these unprecedented times.

Responsibilities:

- Conducting research and interviews to learn more about how local individual, organisations and business are adapting to and overcoming the challenges of the 'new normal'
- Liaising with stakeholders by email and phone to schedule production.
- Writing summary short-form interview content
- Presenting, filming, editing and posting short-form 1-2 minute interview and video content
- Be the friendly MK Mix face/presenter interviewer of audio-visual segments
- Using social media to engage the local audience, respond to questions, and to promote local initiatives.
- Update contact database and monthly newsletter

- Assisting with promotional material
- Identifying opportunities to increase The MK Mix utilisation in the local community
- Monitoring social media and platform metrics
- Coming up with good ideas

Requirements:

- Ideal A-level student who may have opted for a gap year prior to university
- Demonstratable enthusiasm for social/digital media
- Demonstratable track record in creating original content (no matter how goofy)
- Strong listening, written and oral communication skills
- Mature and motivated enough to work independently to multiple rolling deadlines
- Able to travel around Milton Keynes and gather digital content for distribution

Please apply with your CV to info@jcclmi.org with links to your work you are proud of.

Closing date: Friday 3rd July

Interviews: W/C Monday 13th July

