

Job Description: DIGITAL PLACEMENT STUDENT



Department: Central Marketing

Job role overview:

This role sits within Triumph's Global Marketing Team. Triumph has a growing digital presence with expansive plans to grow further with data and insight as the bedrock to decision making. Digital will help in delivering the business vision and this role is pivotal in delivering best in class digital solutions as part of that strategy.

Report to:

Lisa Fowkes, Website Manager

Location:

Factory 2
Triumph Motorcycles Limited
Normandy Way
Hinckley
Leicestershire
LE10 3BZ

Digital Website Placement Student

Overview

This is an exciting opportunity to join the Digital Team at Triumph Motorcycles, supporting the ongoing development and delivery of our global websites. As part of the team, you'll gain first-hand experience of how digital content, design, and functionality come together to deliver a world-class online experience for Triumph customers around the world.

Full training will be provided, including hands-on use of our enterprise platform, Uniform CMS. This placement is ideal for a student with a strong interest in digital marketing, web content, or online customer experience who is keen to learn in a fast-paced, collaborative environment.

Duties and Responsibilities

- Support the population and management of content across Triumph's global websites using Uniform CMS and other digital tools.
- Assist with editing and improving website content to enhance usability, design consistency, and customer experience.
- Help identify and test website issues, supporting the resolution of bugs and the release of new functionality.
- Provide first-line support to global markets through Triumph's internal tracking system (JIRA).
- Assist in the preparation of website performance reports and analytics to support ongoing improvements.
- Collaborate with internal teams and external partners to ensure content is accurate, on-brand, and delivered on time.

Key Skills and Attributes

- A genuine interest in digital marketing, website content, or online user experience.
- Willingness to learn new digital tools and systems, including Uniform CMS.

- Strong attention to detail with an organised approach to managing tasks and deadlines.
- Confident communicator who enjoys working collaboratively as part of a team.
- Analytical mindset with the ability to interpret data and contribute ideas for improvement.
- Enthusiastic, proactive, and passionate about creating engaging online experiences for the Triumph brand.

Person Specification: JOB TITLE



	Essential	Desirable
Qualifications and Attainments	GCSEs in Maths and English, grade C / 4 or above. A Levels (or equivalent) at grade C or above. Currently studying for relevant Marketing/ Business degree Proficient in Microsoft Office applications, including Excel, Word, and Outlook.	
Professional Experience and Skills	• A creative eye and strong attention to detail to support website content and digital marketing activity. • Good business awareness with an interest in understanding commercial goals and customer needs. • Enthusiastic, self-motivated, and driven to deliver results and take ownership of tasks. • Comfortable working with data and analytics, with the ability to draw insights and suggest improvements. • A strong team ethic, with a collaborative and positive approach to working with others. • Excellent organisational and time-management skills, able to handle multiple projects and meet deadlines. • Clear and confident written and verbal communication skills. • High attention to detail and a passion for continuous improvement. • A willingness to learn and develop technical understanding of content management systems, including Uniform CMS. • Strong analytical thinking, with the ability to interpret information and present findings effectively.	• An interest in digital marketing, UX design, or website optimisation. • Basic understanding of Google Analytics (GA4) or other reporting tools. • Familiarity with design or visual tools such as Canva, Figma, or Adobe Creative Cloud. • Awareness of SEO principles and how content supports website performance. • An interest in the motorcycle industry, automotive brands, or premium lifestyle marketing.

Personality and Motivation	• Self-motivated, adaptable, and proactive with a positive, can-do attitude. • Resilient under pressure and comfortable managing competing priorities. • Open to feedback and able to take instruction constructively. • Excellent communicator, with a clear and concise approach to both written and spoken communication. • Genuine enthusiasm for digital content, technology, and delivering great customer experiences.	
-----------------------------------	---	--