

# Job Description

## For Non-Streamlined Positions

This form is used to provide a complete description of the specific job (or role) and defines the skills, knowledge and abilities required to undertake the specific and generic role profile.

### Section A: Specific Role Profile

The specific role profile provides key information relating to the salary and working conditions e.g. location of a job, along with the current focus of the job role and a brief description of the main duties.

#### Role Details

|                       |  |      |       |
|-----------------------|--|------|-------|
| Job Title:            | Digital Marketing Apprentice                 | JEID | X0002 |
| Salary Grade:         | Apprenticeship Pay Scale                     |      |       |
| Team:                 | Marketing and Communications                 |      |       |
| Service Area:         | Governance and Policy                        |      |       |
| Primary Location:     | Shire Hall, Warwick and agile home working   |      |       |
| Political Restriction | This position is not politically restricted. |      |       |
| Responsible to:       | Marketing and Communications Officer         |      |       |
| Responsible for:      | N/A  |      |       |

#### Role Purpose

The purpose of this role is to provide support to the Marketing and Communications team and learn how to support on a variety of aspects of communications including advertising campaigns, social media and writing news releases and articles.

The Digital Marketing Apprentice will also specifically be supporting on the Warwickshire House Project – a service that supports young care leavers to help develop and learn life skills and independence before moving to a sustainable home that provides a secure base for them to thrive. The apprentice will support on developing marketing campaigns to promote the projects, developing the projects social media channels and supporting on a blog for care leavers.

This is an opportunity to be part of a committed and supportive team. The apprentice will learn and develop a wide range of skills within marketing and communications which together with their digital marketing study programme will equip them for their future career.

#### Role Responsibilities

- (a) To support the marketing and communications team by undertaking a diverse range of activities. Reporting to a Marketing and Communications Officer. In line with the council's agile working approach the postholder will be required to combine office-based working with working from home. They may also be expected to work from other locations across the county.
- (b) To write engaging social media content and scheduling a variety of messages using social media

management software

- (c) To write articles on a variety of different subjects including Warwickshire House Project
- (d) To upload videos to YouTube and adding subtitles and descriptive information
- (e) To use email marketing software to compile newsletters
- (f) To look after the social media channels, app and blog for Warwickshire House Project and increase engagement
- (g) To regularly update the Warwickshire House Project website and digital platforms with a variety of updates including legislation information
- (h) To work closely with National House Project keeping up to date with software updates
- (i) To work closely with Care Leavers Movement group keeping up to date with national campaigns
- (j) To work with House Project facilitators and Care Leavers to create informative creative content
- (k) To attend meetings with the Marketing and Communications Team and Warwickshire House Project
- (l) To respond in a prompt and timely manner to queries / comments made through online platforms & manage inbox enquires
- (m) To work collaboratively with individuals, families, carers, communities, colleagues and other agencies and partners.
- (n) To ensure that all recording of activity is carried out in accordance with policy and procedures
- (o) To attend appropriate continuous professional development activities as are required and suitable, in agreement with the line manager
- (p) Can be available to work within any of the Council's localities

## Section B: Person Specification

The person specification provides a list of essential and desirable criteria (skills and competencies) that a candidate should have in order to perform the job.

Each of the criteria listed below will be measured through; the application form (A), a test / exercise (T), an interview (I), a presentation (P) or documentation (D).

### Essential Criteria

Assessed By:

|  |          |
|--|----------|
| Ability to work well with colleagues, including managers, as a member of a team  | I, A     |
| Knowledge and an active interest in social media platforms including Twitter, Facebook and Instagram                                       | I, A     |
| Knowledge of or an interest in marketing campaigns including digital advertising such as Google Ads and Facebook Ads.                      | I, A     |
| Excellent communication skills and able to communicate in a calm and responsible way   | A, I     |
| To work as part of a wider team and complete a variety of tasks  | A        |
| To be able to operate a keyboard and have basic computer knowledge of Microsoft Office including Word, Excel, PowerPoint and Outlook email | A        |
| Creativity and an eye for detail   | I, A , T |
| To be enthusiastic, empathic and willing to learn  | I, A     |
| The ability to respond appropriately to young people who have had traumatic life   | I, A     |

|   |          |
|---|----------|
| experiences   |          |
| Good at problem solving and ability to work to tight deadlines  | I, A , T |
| Good literacy and numeracy skills – GCSE's or equivalent at grade A-C / 9-4 including English and Maths | I, A , D |

## Desirable Criteria

Assessed By:

|   |       |
|---|-------|
| Knowledge of Canva or similar design software | A     |
| Knowledge of barriers that Care Leavers face  | A     |
| Experience of posting content on social media | I, A  |
| Experience of writing articles and blog posts | I, A  |
| Experience of creating promotional materials  | I, A  |
| Experience of analysing data                  | A     |
| Experience of working with Young People       | A , T |
| Customer service experience                   | I, A  |

## Section C: Working Conditions

The working conditions relate to those non-contractual elements of the job that may impact on the holder of the position, as well as those workplace-based responsibilities that are part of this job. These are not contractual but provide a guide to the working conditions and the potential hazards and risks that may be faced.

### Health & Safety at Work

To take responsibility for your own health, safety and wellbeing, and undertake health and safety duties and responsibilities for your role as specified within Warwickshire County Councils Health and Safety Policy, and all other relevant health and safety policies, arrangements, procedures, systems of work as specified for the post/ role.

### Potential Hazards & Risks

The potential significant hazard(s) and risk(s) for this job are identified below (those ticked). The purpose of recording this information on the job description is so that the health status of the potential and actual post-holders can be assessed with regard to the significant hazards and risks. These hazards and risks should be based on the appropriate activity, process and/or operation risk assessment whereby all of the significant risks are identified, recorded and appropriately controlled. The list below is therefore not an exhaustive list because it is the risk assessment that details all significant risks that could arise out of or in connection with the work activity, but any others will be identified in the 'other' section.

|   |   |
|---|---|
| <input type="checkbox"/> Provision of personal care on a regular basis  | <input type="checkbox"/> Driving HGV or LGV for work  |
| <input type="checkbox"/> Regular manual handling (which includes assisting, manoeuvring, pushing and pulling) of people (including pupils) or objects | <input type="checkbox"/> Any other frequent driving or prolonged driving at work activities (e.g. long journeys driving own private vehicle or WCC vehicle for work purposes) |
| <input type="checkbox"/> Working at height/ using ladders on a regular/ repetitive basis  | <input checked="" type="checkbox"/> Restricted postural change – prolonged sitting  |
| <input type="checkbox"/> Lone working on a regular basis  | <input type="checkbox"/> Restricted postural change – prolonged standing  |

|  |  |
|--|--|
| <input type="checkbox"/> Night work  | <input type="checkbox"/> Regular/repetitive bending/ squatting/ kneeling/crouching                                       |
| <input type="checkbox"/> Rotating shift work   | <input type="checkbox"/> Manual cleaning/ domestic duties  |
| <input type="checkbox"/> Working on/ or near a road  | <input type="checkbox"/> Regular work outdoors   |
| <input checked="" type="checkbox"/> Significant use of computers (display screen equipment)        | <input checked="" type="checkbox"/> Work with vulnerable children or vulnerable adults                                   |
| <input type="checkbox"/> Undertaking repetitive tasks  | <input type="checkbox"/> Working with challenging behaviours   |
| <input type="checkbox"/> Continual telephone use (call centres)                                    | <input type="checkbox"/> Regular work with skin irritants/ allergens   |
| <input type="checkbox"/> Work requiring hearing protection (exposure to noise above action levels) | <input type="checkbox"/> Regular work with respiratory irritants/ allergens (exposure to dust, fumes, chemicals, fibres) |
| <input type="checkbox"/> Work requiring respirators or masks                                       | <input type="checkbox"/> Work with vibrating tools/ machinery  |
| <input type="checkbox"/> Work involving food handling  | <input type="checkbox"/> Work with waste, refuse   |
| <input type="checkbox"/> Potential exposure to blood or bodily fluids                              | <input type="checkbox"/> Face-to-face contact with members of the public   |
| <input type="checkbox"/> Other (please specify):   |  |