

Northumberland County Council
JOB DESCRIPTION

Post Title: Digital Marketing Apprentice	Directorate/Service:	Office Use
Band: National Apprenticeship Pay Framework		JE ref: HRMS ref:
Responsible to: Placement Supervisor	Workplace:	
Job Purpose: The primary role of a digital marketer is to define, design, build and implement digital campaigns across a variety of online and social media platforms to drive customer acquisition, engagement and retention.		
Resources		
Staff	None	
Finance	May be required to assist with campaign budgets and providing budget and financial guidance on communications expenditure to the wider team	
Physical	Careful use of PC and shared responsibility for other office equipment provided. Handling and processing information.	
Clients	May be required to work with internal and external customers.	
<p>Duties and key result areas: Undertaken individually or as part of a team, these are examples of the nature and level of those expected to be undertaken by the post holder. You will complete apprenticeship training to enable you to develop into the below responsibilities:</p> <ol style="list-style-type: none"> 1. To attend all apprenticeship training and successfully complete End Point Assessment. 2. Creating social media content including graphics, video, posts and blogs to advertise the council and create online presence including Facebook, TikTok, Instagram and twitter 3. Technologies: recommends and applies effective, secure and appropriate solutions using a wide variety of digital technologies and tools over a range of platforms and user interfaces to achieve marketing objectives 4. Conducting email marketing campaigns, reviewing their effectiveness and interpreting data to improve future campaigns 5. Design, produce and deliver engaging, interesting and useful content for target audiences with the purpose of increasing their engagement of services 6. Developing and managing campaigns that promote the council and its values 7. Advertising and liaising with a range of internal staff via telephone, email, conference calls or face-to-face 8. Undertaking & Coordinating research to enable a deeper understanding of different audiences' 9. Writing copy for a variety of internal and external media, taking complex information and presenting in a format and style with high public impact 10. Undertaking continuous professional development to enable progression either within the council or elsewhere 11. Offering advice on communication and reputation matters in accordance with agreed service standards and when appropriate training has taken place 12. Undertaking research contributing to the development of communication campaigns 13. To assist with the production of the Council's digital corporate publications – including copywriting, editing, proof reading and liaising with graphic designers 14. Responsibility of our social media channels including the creation of a network of community contacts 15. Responsibility for the content on the public website and staff intranet and providing support to website content editors 16. To comply with health and safety policy and systems, report any incidents/accidents/hazards and take pro-active approach to health and safety matters in order to protect both yourself and others 17. Implement and operate under the terms of the Local Government communications code of conduct and the Civil Contingencies Act. 18. Prepare and present a range of documents such as correspondence and emails to an agreed standard. 19. Enter data into spreadsheets, databases and other electronic information systems, extract and distribute information as directed ensuring accuracy and confidentiality. <p>The duties and responsibilities highlighted in this Job Description are indicative and may vary over time. Post holders are expected to undertake other duties and responsibilities relevant to the nature, level and extent of the post and the grade has been established on this basis.</p>		

Work Arrangements	
Physical requirements:	Activities normally undertaken in a seated position with some walking, bending or stretching and an occasional need to lift or carry.
Transport requirements:	n/a
Working patterns:	37 hours per week, day work. Flexible working hours may apply provided staff work collaboratively to provide cover for services.
Working conditions:	Minimal exposure to disagreeable, unpleasant or hazardous conditions.

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PERSON SPECIFICATION

Post Title: Digital Marketing Apprentice	Director/Service:	Ref:
Essential	Desirable	Assess by
Qualifications and Knowledge		
<ul style="list-style-type: none"> A good general education demonstrating numeracy and literacy. An initial assessment may be carried out <p>(For those with an education, health and care plan or a legacy statement, the apprenticeships English and maths minimum requirements are Entry Level 3, and the British Sign Language qualification is an alternative to English qualifications for apprentices for whom this is their primary language)</p>	<ul style="list-style-type: none"> Grade 4 (C) GCSE Maths & English (or equivalent; Level 2 Functional Skills) AS/A Levels 	Application Interview
Experience		
<ul style="list-style-type: none"> No previous experience required A proven passion for digital and social media. 	<ul style="list-style-type: none"> Experience working in a similar role or working for a local authority IT Skills including MS Office packages Experience using Canva for design is advantageous 	Application Interview
Skills and competencies		
<ul style="list-style-type: none"> Communication and interpersonal skills Ability to be flexible Good organisational, problem solving and planning skills Good PC skills / knowledge of Microsoft Office 	<ul style="list-style-type: none"> Customer care skills Team working, or can demonstrate working in teams Uses digital tools effectively 	Application Interview
Physical, mental and emotional demands		
<ul style="list-style-type: none"> Normally works in a seated position with some standing, walking, stretching or lifting Regular periods of concentrated mental attention with some pressure from deadlines, interruptions and conflicting demands 		Application Interview
Personal attributes		
<ul style="list-style-type: none"> Motivation Willingness to work Reliable, good time keeping 	<ul style="list-style-type: none"> Ability to work as a team member 	Application Interview
Other		
<ul style="list-style-type: none"> Committed to Equality and Diversity and Safeguarding Committed to Health and Safety and client confidentiality Committed to providing a quality administrative support Committed to the Values & Vision of Northumberland County Council 		Application Interview