

Job Description and Person Specification

Digital Community Manager (Level 4 Apprenticeship)

Job Details	
Grade	Apprenticeship
Service	Digital Skills and Inclusion
Location	One Friargate
Job Evaluation Code	N/A

Coventry City Council Values
<p>We expect everyone who works for us to be committed to our One Coventry values and to share our commitment to becoming a more diverse and inclusive organisation:</p> <p>Open and fair: We are open, fair and transparent.</p> <p>Nurture and develop: We encourage a culture where everyone is supported to do and be the best they can be.</p> <p>Engage and empower: We engage with our residents and empower our employees to enable them to do the right thing.</p> <p>Create and innovate: We embrace new ways of working to continuously improve the services we offer.</p> <p>Own and be accountable: We work together to make the right decisions and deliver the best services for our residents.</p> <p>Value and respect: We put diversity and inclusion at the heart of all we do.</p>

Job Purpose

Supporting the delivery of Coventry’s city-wide digital inclusion programme by contributing to community engagement, insight gathering and digital participation activity across #CovConnects.

Working alongside colleagues, partners and communities to support inclusive digital engagement, gather insight on barriers to access, and adapt approaches for different audiences.

Helping ensure digital inclusion activity is people-centred, evidence-led and responsive, supporting residents, services and partners to access and use digital in meaningful ways.

Key Responsibilities and Accountabilities

Supporting public-facing digital engagement activity across #CovConnects channels and platforms.

Supporting the development and maintenance of trusted digital relationships with residents, community groups and partners

Contributing to engagement activity with voluntary and community sector organisations supporting digitally excluded residents

Supporting engagement with frontline services to understand digital barriers affecting service access and delivery

Supporting digital engagement activity linked to the #CovConnects Device Bank, including access to devices and reuse initiatives

Supporting engagement with business partners around technology donation, social value and corporate volunteering opportunities

Sharing community insight with the #CovConnects team and wider partners to support service design and improvement

Supporting the creation of clear, accessible digital content tailored to different audiences and levels of digital confidence

Supporting safe, inclusive and respectful online engagement in line with council policies and guidance

Learning and applying good practice relating to data protection, safeguarding and responsible digital engagement

Participating in apprenticeship learning, reflective practice and development activity to build digital and community engagement capability

Key Relationships			
External:	Residents and community members Voluntary and community sector organisations Business and corporate partners NHS organisations University partners	Internal:	Digital Services, Community Resilience, Communications team, Frontline Services, Service design and transformation colleagues

Standard Information
<p>Post holders will be accountable for</p> <ul style="list-style-type: none"> • carrying out all duties and responsibilities with due regard to Code of Conduct, Safeguarding, Health & Safety and the City Council’s Workforce Diversity and Inclusion Policies. Duties which include processing of any personal data must be undertaken within the corporate data protection guidelines. • attending any training and undertake any development activities that are identified as mandatory/beneficial to their role. • any other duties and responsibilities within the range of the salary grade.

Responsible for
N/A

Person Specification	
Requirements	
Knowledge	Demonstrating understanding that people experience services and technology differently, influenced by factors such as confidence, access, language, disability, culture and life circumstances
Knowledge	Demonstrating understanding that barriers to accessing services may be practical, emotional, social or systemic, and that listening to lived experience helps improve how services are designed and delivered
Skills And Ability	Working collaboratively as part of a team, contributing ideas and supporting shared objectives.

Skills And Ability	Communicating clearly and respectfully with a wide range of people, adapting tone and language for different audiences.
Skills And Ability	Listening actively and responding appropriately to feedback, lived experience and community insight.
Skills And Ability	Organising tasks effectively and managing time to balance learning, delivery and development activities
Experience	Demonstrating experience of using digital platforms or tools in everyday life to communicate, connect with others or share information, such as social media, messaging apps, online forums or content tools
Experience	Demonstrating experience of working with or supporting people with different needs, backgrounds or levels of confidence, particularly where confidence, understanding or participation may be a barrier.
Experience	Demonstrating experience of being creative in how information, ideas or messages are shared, for example through storytelling, visuals, social media, events, campaigns or everyday interactions
Qualification	GCSE Maths and English at Grade 4/C
Special Requirements	Ability to complete the Level 4 Digital Community Manager Apprenticeship

Disclosure and Barring Service (DBS)			
Does the role require a DBS check? N/A			
Find out which DBS check is right for your employee - GOV.UK			
And if so, which type?			
Basic Check <input type="checkbox"/>	Standard Check <input type="checkbox"/>	Enhanced Check <input type="checkbox"/>	Enhanced + barred list check <input type="checkbox"/>

Declaration			
Reviewed/Created By:	Laura Waller		
Job Title:	Digital Services and Inclusion Lead	Date:	1 st April 2026