

# Job Description and Person Specification

Role: Level 3 Digital Marketer Apprentice



# Job Description

<b>Job Title</b>	Level 3 Digital Marketer Apprentice
<b>Grade</b>	Apprentice
<b>Service</b>	Through Care
<b>Reports to</b>	Leaving Care Team Leader
<b>Location</b>	Fifth Floor Broadgate House
<b>Job Evaluation Code</b>	



# About Coventry City Council

**Who we are:** At Coventry City Council we are dedicated to making a positive difference to the services we deliver to the diverse citizens of Coventry. The work we do improves people's lives – from helping them into work to providing clean and green places to live, to keeping people safe and protected.

As a Coventry City Council employee, you have our ongoing commitment to your growth and development with opportunities to work across multiple service areas including customer contact, public health prevention and education and skills, adults and children's services and provide support for the most vulnerable.

**Our aim is simple** – to be globally connected, locally committed, deliver our priorities with fewer resources whilst effectively managing our performance and measuring our progress.

**Our Values:** 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:



## About the Service your team will provide

### Purpose of the role

- Under the direction of the leaving care team leader provide support to enable the co-ordination of Through Care events and activities.
- This will involve leading/supporting on social media campaigns and event planning.

## Main Duties & Key Accountabilities

### Core Knowledge

- Define, design, build and implement digital campaigns across a variety of online/social media platforms.
- Work collaboratively with colleagues in the team to develop and plan events/activities for the service.
- Lead on digital campaigns that are specific to our young people, including (but not limited to) care leavers week and the care leavers awards.
- Raise awareness of the service and drive young person engagement with it.
- Work within the framework of legislation, departmental policies and procedures.
- Liaise with staff in all divisions of the service as appropriate.
- Any other duties and responsibilities within the range of the salary grade.

## Key relationships

<b>External</b> Housing. Health. Third Sector Organisations.	<b>Internal</b> Children's services. Education/Virtual School.
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## Standard information

Post holders will be accountable for 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.

### Smoke Free

The City Council is Smoke - Free. Smoking is not permitted on any of our premises or the surrounding land including car parking facilities.

### Training

The postholder must attend any training that is identified as mandatory to their role.

## Responsible for:

<b>Staff managed by postholder:</b> N/A
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## Person specification

<b>Job Evaluation Code</b>	
<b>Knowledge</b>	
Knowledge of social media applications such as: Facebook, Twitter, Instagram, Snapchat and Tik Tok.	
Knowledge of IT packages and systems such as: Microsoft Word, PowerPoint and Microsoft Teams.	
Health and safety in relation to the office environment.	
Data protection and its implications.	
Equal opportunities issues in relation to delivering services to the public and in the workplace.	
<b>Skills and Abilities</b>	
Have a good understanding of different social media platforms.	
Good communication skills both verbal and written.	
Able to work to deadlines.	
Ability to maintain confidential information.	
Good numerical skills and attention to detail.	
<b>Experience</b>	
Using social media platforms.	
Using different computer systems.	
Attending and planning events.	
<b>Qualifications</b>	
English GCSE Grade C/ 4 or above desirable	
Maths GCSE Grade C/ 4 or above desirable	
<b>Special Requirements</b>	

Ability to complete the Digital Marketer Level 3 Apprenticeship.

<b>Date Created</b>	26/09/2023	<b>Date Reviewed</b>	
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