



Coventry City Council

## Job Description

<b>Post:</b>	Marketing Apprentice	<b>Job Number:</b>	
<b>Service:</b>	Employment and Skills - People	<b>Post Number:</b>	1036795
<b>Location:</b>	Job Shop	<b>Grade:</b>	Apprentice

### 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.

### Job Purpose:

- To support with the daily monitoring and updating of the Job Shops social media pages, including the creation of new posters, flyers and other marketing materials, ensuring an engaging and informative experience to visitors of our platforms.
- To engage and work with our partner organisations, colleagues and service users on various marketing campaigns to promote employment and training opportunities.

### Main Duties and Responsibilities:

- To assist in the running of The Job Shop's social media platform, including Facebook and Twitter and our website to promote The Job Shop's employment and training opportunities to current and potential customers in line with Coventry City Council's policies.
- To create new marketing and social media content, including posters and advertisements, keeping social media pages engaging and accurate. You will also be tasked with creating non-electronic content for internal promotion within The Job Shop.
- Create digital content for our internal TV monitors and keep updated with upcoming and current vacancy and training opportunities.
- Assist in the development of new ideas for engaging social media campaigns, including videos and graphics.
- Respond to online customer enquiries in a timely manner and liaise with Job Shop colleagues to solve customer queries.
- Report social media user engagement data to the management team as well as liaising with the Employer Hub team regarding content to promote for the week.
- Create accurate and informative content for our customer newsletter, include writing good news articles and promoting current Job Shop opportunities.

- Liaise with the Employer Hub team regarding content to promote for the week and build a good relationship with our internal communications/design team.
- To prepare for and attend supervision with manager.
- Undertake internal and external training as agreed with manager.
- Record work undertaken and agreed by manager.
- Support with administration tasks as required by the service
- Any other duties and responsibilities within the range of the salary grade.

The post holder must comply with Coventry City Council's health and safety policy and in particular is required:-

- To take reasonable care for their own health and safety at work and of those who may be affected by their actions or by their omissions
- To cooperate with their line manager and senior management, to work safely, to comply with health and safety instructions and information and undertake appropriate health and safety training as required
- Not to intentionally or recklessly interfere with or misuse anything provided in the interests of health, safety and welfare
- To report to their manager any health and safety concerns, hazardous condition or defect in the health and safety arrangements.

**Any further Health and Safety responsibilities relevant to this post will be set out in the offer letter and Written Statement of Particulars**

The post holder must comply with the Interagency procedures of the Safeguarding Boards and Coventry City Council's policies for safeguarding children and safeguarding adults and in particular is required:-

- To ensure they are aware of the signs that may suggest a child or vulnerable adult is being abused or neglected
- To report to their manager, or other appropriate manager, any concerns they may have that suggest that a child or vulnerable adult may be being abused or neglected immediately

**Any further Safeguarding Board responsibilities relevant to this post will be set out in the offer letter and Written Statement of Particulars**

Post holders will be accountable for carrying out all duties and responsibilities with due regard to the City Council's Workforce Diversity and Inclusion Policy.

Duties which include processing of any personal data must be undertaken within the corporate data protection guidelines.

**Responsible for:** N/A

**Responsible to:** Principal Employment Officer – Employment and Skills Team

**Date Reviewed:** April 2021

**Updated:** April 2021



Coventry City Council

## Person Specification

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Area	Description
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<b>Knowledge:</b>	<ul style="list-style-type: none"><li>• Basic knowledge of the Employment and Skills sector</li><li>• Basic understanding of the Job Shop service</li><li>• An interest in Marketing/Graphic Design as well as a willingness to learn</li></ul>
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<b>Skills and Abilities:</b>	<ul style="list-style-type: none"><li>• Good verbal and written communication skills</li><li>• Good creative skills and strong attention to detail</li><li>• Computer literate and confident with using Microsoft Office (Excel, Word, PowerPoint and Outlook etc)</li><li>• Confidently able to use Social Media (Facebook, Twitter, Instagram)</li><li>• Ability to complete tasks and work to deadlines</li><li>• Ability to work sensitively with a range of service users</li><li>• Ability to maintain confidential information using GDPR laws.</li><li>• Ability to use own initiative and manage own workload</li></ul>
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<b>Experience:</b>	<ul style="list-style-type: none"><li>• Basic customer service experience would be desirable but not essential</li></ul>
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<b>Educational:</b>	<ul style="list-style-type: none"><li>• Maths and English GCSE 4/C or above (or equivalent) or ability to complete Maths and English Functional Skills level 2 as part of the apprenticeship.</li></ul>
	<ul style="list-style-type: none"><li>• Ability to complete Digital Marketer Level 3 Apprenticeship Standard</li></ul>

<b>Special Requirements:</b>	<ul style="list-style-type: none"><li>•</li></ul>
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**Responsible for:** N/A

**Responsible to:** Principal Employment Officer – Employability and Skills

**Date Reviewed:** April 2021

**Updated:** April 2021