



## MARKETING AND COMMUNICATIONS APPRENTICE JOB DESCRIPTION

INTRODUCTION	
<b>Post Title:</b>	<b>Marketing and Communications Apprentice</b>
<b>Status:</b>	<p>Temporary role for the duration of the apprenticeship. Day release.</p> <p>18-month Apprenticeship Level 3 (Burnley College <a href="#">Course - Burnley College</a>) OR:</p> <p>3 year apprenticeship at Level 6 (Depending on experience and existing qualifications of successful candidate) <a href="#">Digital marketer (integrated degree) / Institute for Apprenticeships and Technical Education</a></p>
<b>Location:</b>	<p>Main office base – Ewood Campus, Clod Lane, Haslingden BB4 6LR.</p> <p>However, required to work flexibly across the Trust so an element of hybrid working will be necessary.</p>
<b>Job Overview:</b>	<p>The purpose of the role is to support and grow positive awareness of The Sea View Trust by using creativity to design and implement engaging and targeted marketing campaigns to specific audiences and build relations with the wider communities of our Academies, College and wider Trust activities.</p> <p>The successful candidate should possess a real passion for communications. They should be an excellent team player with energy, enthusiasm and a willingness to ‘get stuff done’. They should take pride in their work, have a desire to learn and be able to conduct themselves with confidence and professionalism.</p>
<b>Line Management:</b>	<p>Reporting to – Central Team</p> <p>Responsible for – No line manager responsibility.</p>
<b>Liaising with:</b>	CEO, the central Trust Team, School Headteachers and Senior Leadership Teams.
<b>Working time:</b>	37 hours per week, working 8.30 a.m. to 4.30 p.m. Monday to Thursday and Fridays, 8.30 a.m. to 4.00 p.m. Off the job training time will be finalised upon appointment.
<b>Salary /Grade:</b>	<p><b>Minimum apprenticeship salary for first 12 months, rising in line with national apprenticeship rates.</b></p> <p>Term time only plus 5 Inset days – no holidays are permitted during the 195 day school year.</p> <p>Current hourly rate £7.55 per hour. After one year rising to £10.00 (age 18-20) or £12.21 (21 and over)</p> <p>Annual salary for year 1 taking into account term time only (39 weeks) = £12,569 (approx.) Estimated for year 2 - £16,648 or £20,327, depending on age.</p>
<b>Disclosure Level</b>	Enhanced
<b>Conditions of Employment</b>	Term time only plus Inset Days - No holidays are permitted during the 195-day school year.



## Main Duties and Responsibilities

Leading and assisting with all areas of marketing, such as social media, email, PR, advertising, event organisation, content creation, designing marketing materials, creating both written and visual content for platforms such as the website, promotional materials, etc.

### Strategy and Planning

- Researching, developing and implementing effective communications strategies within the Trust.
- the management and development Trust and its setting's websites and online presence.
- Conduct research to support with content creation and campaigns, including industry media and competitor analysis
- To develop and implement marketing plans for each school and identify key audiences
- Developing and enhancing the Trust brands and marketing plans, including engagement with the local community and key stakeholders.
- Work with the Senior Executive Team to develop a staff communications and engagement plan to provide a consistent message across the Trust including wellbeing plans, training, staff bulletin, celebrating staff success etc.
- Manage the Trust's calendar of marketing events and ensure that all commitments are honoured
- Work collaboratively with the team or individually to generate new content ideas

### Websites and Social Media

- To support and facilitate internal and external communications
- Regularly reviewing the websites in comparison with competitors within the sector and proposing, and then executing, developments and improvements.
- Create and manage paid advertising platforms such as social media and Google
- Demonstrate an understanding and competency in social media marketing.
- Keep up to date with new digital marketing developments and drive early adoption.
- Tracking and reporting, identifying opportunities, and optimising campaigns, including the use of analytics.
- Analysing and reporting on campaign performance.
- Ensuring that website information, notifications and calendar are compliant with regulations, are up to date and accurate. This includes proactively identifying gaps and communicating required changes to the relevant staff members.

### Communications

- Support with drafting content in a variety of formats, including press releases and blogs, with the support of content executives
- Proactively searching out information across the Trust for PR purposes and press releases.
- Research, write, edit and proof content for a broad range of corporate, external and internal communications.
- Ensuring that all internal and external communication are thoroughly proof-read to ensure that exceptionally high standards of English grammar, spelling and punctuation are always met, and to ensure that all communication is always in accordance with the Trust branding and design framework.
- Designing and implementing standard Trust/School formats for internal and external communications.
- Design creative posters, leaflets, and prospectus for internal and external audiences
- Ability to take photographs/video, or to coordinate external companies, which can be used effectively in press releases and in social media posts.
- Liaising with staff to source, design, produce and distribute press releases.
- Ability to produce rapid reaction statements to respond to breaking news issues and emergency incidents, including support the Senior Executive team out of hours, if required.



**Campaigns**

- Creating audience segments and developing targeted campaigns that deliver a targeted message and create affinity with the brand.
- Work with children / students to develop appropriate content for the school's channels.

**General**

- Maintain an awareness of and achievement of important deadlines.
- Build highly effective relationships with key school contacts and partners to maximise promotional opportunities and build/maintain essential links with schools.
- Work effectively with staff across the Trust to develop and manage events, for example taster days, open days, transition, etc.
- Work closely with each Academy's Admissions Team providing students/parents and schools with essential information and dealing with application enquires to assist prospective students in making informed appropriate choices.
- Work effectively with leaders, adopting a sensitive and professional approach at all times.
- General administrative duties which support the student recruitment activities, sometimes providing 'front of house' welcoming to events.
- An understanding of the wider business environment, political landscape and the impact actions can have on client relationships.
- Assist with events throughout the year, some of which will may take place out of hours.

**Other Duties**

- Participate in training and professional development opportunities as required to fulfil the role.
- Adhere to all the Trust's Policies and procedures and have an awareness of this when producing communications.
- Promote the Trust's vision.
- Champion the Trust's values.
- Contribute to the wider life of the Trust its community.
- Carry out any such duties as may be reasonably required by the Trust.

The Trust will endeavour to make any necessary reasonable adjustments to the job and the working environment to enable access to employment opportunities for disabled job applicants or continued employment for any employee who develops a disabling condition.

This job description is current at the date below but will be reviewed on an annual basis and following consultation with you, may be changed to reflect or anticipate changes in the job requirements, which are commensurate with the job title and grade.

Whilst every effort has been made to explain the duties and responsibilities of the post each individual task undertaken may not be identified. Employees are expected to comply with any reasonable request from the Headteacher / SLT link to undertake work of a similar level that is not specified in this job description.

**SAFEGUARDING OF CHILDREN AND YOUNG PEOPLE**

This Trust is committed to safeguarding and promoting the welfare of children and young people and requires all staff and volunteers to share this commitment.



## PERSON SPECIFICATION

### MARKETING AND COMMUNICATIONS APPRENTICE

	Essential	Desirable
<b>Experience</b>		
Experience using platforms/tools such as Facebook, Instagram, Twitter, LinkedIn and Youtube.	Y	
Computer literacy - Word, Excel, Outlook, Adobe Acrobat, Publisher	Y	
Experience of shooting, editing, and creating graphics for video content (Youtube, social media)	Y	
Experience working with local press offices.		Y
Experience in a marketing or communications role.		Y
Experience in website and social media management.	Y	
<b>Training &amp; Qualifications</b>		
5 grade 5's or above at GCSE, including English Language and Maths	Y	
GCSE in Business or Media		Y
Evidence of continuous professional and/or personal development.	Y	
<b>Knowledge &amp; Understanding</b>		
<b>Applicants should be able to demonstrate knowledge and understanding of the following areas relevant to the post</b>		
Knowledge of lead generation and conversion principles.		Y
Knowledge of the wider business environment, political landscape.		Y
Knowledge and understanding A/B testing.		Y
Knowledge and experience of Wordpress and optimising landing pages for lead generation.		Y
<b>Personal Skills, Abilities and Competencies</b>		
<b>Applicants should be able to provide evidence that they have the necessary skills and abilities required</b>		
Excellent verbal and written communications skills.	Y	
A keen eye for detail.	Y	
Creative storyteller, able to write compelling content.	Y	
Be self-motivated, flexible, and adaptable.	Y	
Ability to work independently, without direct supervision and as part of a team.	Y	
Be innovative and creative, bring fresh ideas to the table.	Y	
Have excellent organisation and communication skills with the ability to multi-task and prioritise workloads.	Y	
Passion for helping others and making a positive impact in the community.	Y	
<b>Personal Qualities</b>		
Integrity, professionalism and diplomacy	Y	
Tact and a sense of humour	Y	
A personable and friendly nature	Y	
<b>Application</b>		
Accurate completion of application form	Y	
Supporting Statement which addresses person specification, evidence in letter and application	Y	
High standards in grammar, spelling and writing	Y	
<b>Legal Issues</b>		
Legally entitled to work in the UK	Y	
Enhanced DBS Clearance	Y	
Valid UK Driving License, access to a vehicle with business insurance (or willingness to learn)		Y