

Service:	School Improvement, Secondary Special and PRUs, Skills & Employability
Salary:	Apprenticeship salary (Advanced Apprentice 1)
Reporting to:	Digital & Communications Coordinator

Apprenticeship Training Details:

Name of Apprenticeship Standard:	<u>Digital Marketer</u>
Level of Apprenticeship:	Level 3
Length of Study:	18 months

Purpose of the Job:

The successful applicant will work in a supported environment to develop the skills and knowledge to complete their apprenticeship and provide administrative support for the **School Improvement, Secondary, Special and PRU, Skills & Employability Service**. The successful candidate will provide support to the Digital & Communications Coordinator to deliver the service's Communications Plan.

Please note: This job description is provided to assist the job holder to know what his/her main duties are. It may be amended from time to time without change to the level of responsibility appropriate to the grade of post.

Annex A: Duties and Responsibilities

- Undertake a Level 3 Digital Marketer qualification as part of an apprenticeship.
- Actively participate in own development plan with the support of your line manager, and training provider.
- Provide administrative support to the Business Support Team, supporting the day-to-day functions of the Service.
- Answer the telephone confidently, assessing the nature of telephone calls, dealing with, or referring callers to the appropriate person. Ensuring that customers are dealt with promptly in a polite, efficient, and courteous manner.
- Manage mailboxes for the service, responding appropriately any issues with support from colleagues.
- Provide administrative support for meetings, including booking meeting rooms and refreshments, ensuring rooms are set up appropriately for each meeting and cleared after use. Attend and produce timely and accurate minutes/actions.
- Use IT packages and systems to write letters or emails, create documents, perform financial processes, create presentations, update and review databases/spreadsheets and record information, ensuring it is free from errors and correctly branded.
- Support the coordination the social media presence and working with colleagues to publish relevant content on our channels.
- Collaborate with colleagues to update content on the KentChoices website, making sure it is up to date, relevant and accessible.
- Undertake other duties which fall within the scope of the role, and which may be required from time to time.

Annex B: Person Specification

The following outlines the criteria for this post. Applicants who have a disability and who meet the criteria will be shortlisted.

Applicants should describe in their application how they meet these criteria.

	CRITERIA
QUALIFICATIONS	<ul style="list-style-type: none"> English and Mathematics GCSE grade 9-4. Media Studies or similar qualification desirable.
SKILLS AND ABILITIES	<ul style="list-style-type: none"> Logical and creative thinking skills. Confident using social media platforms – Facebook, Instagram, Twitter, Tik Tok and LinkedIn. Digital design skills. A good level of written communication skills for a range of audiences and digital platforms. Understands and creates basic analytical dashboards using appropriate digital tools. Computer literate. Good organisational skills. Ability to prioritise and ensure completion of tasks to deadlines. Ability to work with a range of colleagues and customers. Ability to work independently and to take responsibility.
PERSONAL QUALITIES	<ul style="list-style-type: none"> A passion for digital and social media. ‘Can do’ attitude. Enthusiastic about learning new skills. Customer friendly nature with an approachable, professional manner.
BEHAVIOURS	<ul style="list-style-type: none"> People & Partnerships – ability to cooperate with colleagues and partners to achieve common goals, and be an approachable and considerate member of the team Outcomes and Delivery – be clear on what has got to be achieved, share knowledge of best practice, learning from things that have not worked so well and look for opportunities to collaborate. Conversation and compassion – encourage conversation and politeness when dealing with others – whatever level, check for mutual understanding and listen carefully and act on what is being said – use clear language.

Annex C: Company Values and Expectations

At The Education People we are guided by our shared values:

- **Moral Purpose:** We are driven by our shared moral purpose to do all that we can, both directly and indirectly, to improve educational outcomes and life chances.
- **People First:** We are committed to always putting people first: our staff, clients and partners, and above all, the people we serve.
- **Stronger Together:** We believe in the power of partnership and collaboration, understanding that the very best outcomes are delivered only when we embrace challenge and work together – with each other, our clients and partners.
- **Excellence:** We strive to excel in the delivery of high-quality services that produce lasting outcomes: balancing pace, precision, practicality and cost.
- **Spirit of Innovation:** We have a restless curiosity; we embrace every opportunity to learn, to challenge the status quo, and to seek to set new standards for outcomes and delivery.
- **Integrity:** We expect the highest standards of professionalism and integrity of ourselves and others, acting at all times within the ethical framework of our values.