

Real Job

Real Training

Real Success

Level 3 Digital Content Apprentice (City Investment)

The Apprentice will be supported during their Apprenticeship, working with relevant assistance on service tasks in line with the given role. The Apprentice will learn new skills through the duration of the programme and be allocated responsibility for work to meet the requirements of the Apprenticeship Standard.

This Apprenticeship is equivalent to A Levels C to A and there is an expectation that the Apprentice will have English and Maths at level 2 prior to entering the End Point Assessment (EPA) process at the end of the Apprenticeship.

This Apprenticeship can be aligned to entry level roles with the requirement that the Apprentice undertakes and records 20% of their work time engaging with training or development related to the Apprentice role.

Dependant on the type of Apprenticeship an Enhanced Disclosure and Barring Service process may be required (DBS check)

Standard:	Junior Content Producer Level 3
Department:	City Investment
Directorate:	Regeneration
Apprenticeship contract length:	15 months
Hours:	37 per week
Pay rate:	£18,786
Location:	City of Wolverhampton - Civic Centre (although the workstyle for this position is flexible and will be home based according to business needs)

Overview of the role:

This is a fantastic opportunity to be part of the thriving and progressive Regeneration Directorate for the City of Wolverhampton Council. This varied job will include new challenges and experiences to raise the profile of investment opportunities and assist in securing investment in the City. This will include supporting the management of online platforms, creation of content and propositions for business and investor audiences nationally and internationally, providing administration support to the City Investment team, event and project support to high level investment projects and programmes within the Council.

Principal duties and responsibilities: <ul style="list-style-type: none"> • Assist the day-to-day activities of the City Investment team, including supporting with marketing planning, enquiry management and proposition development. • With support and guidance, raise the profile of City Investment and promote support for local businesses, by supporting the City Investment Marketing Executive to maintain and generate content for the Invest Wolverhampton website, social media channels and newsletters and presentations as required. • Support the development of marketing and promotional campaigns attracting and engaging an audience of businesses, developers and investors. • Provide general support to the Head of City Investment, City Investment Manager and City Investment Marketing Executive, including preparation for meetings and events, attendance at engagement events and administration tasks. • Provide event support for investment-focused events and visits the City Investment team are involved in. • With support and guidance, develop relationships with other internal council teams and departments and relevant external regional organisations as appropriate. • Support the team with engagement with commercial property agents, intermediaries and businesses from across the region to assist in raising interest in Investment in the City. • Be responsible for ensuring all enquiries received via the Invest Wolverhampton website are responded to in a timely manner. • Attend and contribute to City Investment team meetings. • With support, use of the corporate Customer Relationship Management (CRM) system to record client contact details and engagements. • Keep up to date with current digital trends and make recommendations to the team. • With support, creating online surveys to gain valuable data from customers and analyse this feedback to bring improvements to the service • Any other duties as required by the Head of City Investment.
Personal qualities:
Organised

Friendly personality
Punctual
Enthusiastic
Hard working and ambitious
Ability to work as part of a team
Well presented
Excellent timekeeping
Confident
Flexibility and adaptability
The post holder will be expected to:
To complete all required elements of the agreed apprenticeship training and attend any college or training events as directed.
To act in accordance with the council's Constitution and other Codes of Conduct.
To participate in staff development, appraisal and training as appropriate, including continuous professional development.
To comply with the council's agreed policies and procedures including but not limited to Health and Safety, and Equal Opportunities Policies, the Data Protection Act, Freedom of Information Act, Financial Management Regulations and other relevant Council and Government Regulations, Directives and City-wide priorities.
To undertake any other tasks, duties and responsibilities as directed and appropriate to the grade and role of the post subject to any reasonable adjustments under the Disability Discrimination Act 1995 as incorporated into the Equality Act 2010.
To participate in the wider development of the service and contribute to service improvement as required.
City of Wolverhampton Council is committed to Corporate Parenting. "Corporate Parenting is the collective responsibility of the Council to provide the best possible care and protection for children who are looked after."

Person Specification

Advanced Apprenticeship / Level 3

Requirements	ESSENTIAL
1. Personal Skills	<u>Essential</u> <ul style="list-style-type: none">• Good written and oral communication skills• Self-motivated, personal drive and enthusiasm• Ability to work as part of a team• Flexibility and adaptability• Commitment to working in customer focused environment• Ability to organise and prioritise workload• Ability to input data and produce reports in an accurate and timely manner• Attention to detail• Solution focussed• Analytical
2. Experience	<u>Essential</u> <ul style="list-style-type: none">• Project or event support• Administration support for project teams <u>Desirable</u> <ul style="list-style-type: none">• Previous relevant work experience within a digital media or marketing and/or business-related environment• Supervisory / leadership experience• Preparing and delivering presentations• Creation of marketing collateral, newsletters and other publications for a wide audience
3. Knowledge	<u>Essential</u> <ul style="list-style-type: none">• Good ICT skills including proficiency in Microsoft Office applications (Word, Excel and PowerPoint) <u>Desirable</u> <ul style="list-style-type: none">• Knowledge of any content management systems such as WordPress or Hootsuite• Knowledge of publishing software tools such as InDesign, Adobe or Canva

4. Special Requirements	<u>Essential</u> <ul style="list-style-type: none"> • Willingness to attend additional training as appropriate • Willingness to be flexible to meet business needs
5. Education	<u>Essential</u> <ul style="list-style-type: none"> • GCSE passes at Grades A – C/Grade 4 or above in Maths and English or passes in relevant college entry numeracy/literacy tests <u>Desirable</u> <ul style="list-style-type: none"> • Other technical specific training or qualifications