

Real Job

Real Training

Real Success

Role Profile

Level 3 Digital Content Apprentice

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:	Level 3 Junior Content Producer
Department:	Skills
Directorate:	Regeneration
Apprenticeship contract length:	15 months
Hours:	37 per week
Pay rate:	£18,786
Location:	Civic Centre or any other suitable location within the City of Wolverhampton

Overview of the role:

This role will work within the Skills Team to support the development of inspiring and engaging digital content for a range of employment and skills opportunities available to local residents.

The apprentice will link with local training providers and skills staff to ensure that all opportunities are being promoted as far and wide as possible, in a style which engages residents of all ages and backgrounds.

Principal duties and responsibilities:
With support, create content for a variety of platforms and audiences to communicate the employment and skills offers within the city.
Assist in developing and maintaining the Wolves Workbox (wolvesworkbox.com) website so that it appeals to a broad cross-section of residents.
To support with the management and development of Skills Team social media accounts.
With support, increase the reach of local employment and skills information through all Skills Team owned platforms and accounts.
With support, develop links with the Council's Communications Team, ensuring a broader sharing of local employment and skills information.
With support, create targeted marketing campaigns based on local employment and skills offers, ensuring relevance to target audiences.
Assist with liaising with local training providers and Skills Team colleagues to understand their communication and marketing needs.
With support, offer high-level customer service dealing with internal and external colleagues over the phone and via emails.
To support the Skills team in identifying new employment and skills opportunities relevant to local residents.
Assist with collating and maintaining data related to marketing campaigns and Skills Team.
With support, seek regular feedback from residents and other stakeholders, such as local training providers, through surveys and focus groups to ensure that Skills Team content and engagement is appropriate and effective.
To work to Council-agreed standards, respecting brand guidelines at all times.
Personal qualities:
Organised
Friendly personality
Punctual
Hard working and ambitious
Well presented
Excellent timekeeping
Confident
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/DESIRABLE
1. Personal Skills	E - Good written and oral communication skills E - Self-motivated, personal drive and enthusiasm E - Ability to work as part of a team E - Flexibility and adaptability E – Ability to think creatively E - Ability to organise and prioritise workload
2. Experience	D - Previous work in, or evidence of, online content development.
3. Knowledge	E - Good ICT skills e.g. Microsoft Office Packages D - Knowledge of social media platforms
4. Special Requirements	E - Willingness to attend additional training as appropriate
5. Education	E - GCSE passes at Grades C or above in Maths and English or equivalent qualifications D - Other service specific training.