

## Job Description

<b>Job Title:</b> Marketing Apprentice – SEND Service	<b>Service Area:</b> SEND 0-25	
<b>Directorate:</b> Children and Young People's Services	<b>Post Number:</b> 10022130	<b>Evaluation Number:</b> 5146
<b>Grade:</b> Apprentice Grade London Living Wage rate £11.95 PH	<b>Date last updated:</b> June 2023	

### EQUALITY AND DIVERSITY

We are committed to and champion equality and diversity in all aspects of employment with the London Borough of Newham. All employees are expected to understand and promote our Equality and Diversity Policy in the course of their work.

### PROTECTING OUR STAFF AND SERVICES

Adherence to Health and Safety requirements and proper risk management is required from all employees in so far as is relevant to their role. All employees are expected to understand and promote good Health and Safety practices and manage risks appropriately.

### COMMITMENT TO AND UNDERSTANDING OF NEWHAM VALUES

Honesty - Clear and accountable communication regarding tasks carried out.

Equality - Demonstrating an inclusive approach when engaging with colleagues and others.

Ambition - Committing to completing the apprenticeship programme and delivering high performance.

Respect - Valuing the non-judgemental and confidential nature of the space created for residents and colleagues, and taking on board their experiences, feedback and suggestions.

Together - Connecting up with other parts of the service / council promoting collaborative, supportive working.

### COMMITMENT TO PERSONAL LEARNING

To successfully complete the Apprenticeship, not only must the apprentice meet the performance standards required, but individuals must also meet the off-the job learning requirements. You should be well-organised, flexible, and willing to assist wherever possible.

Responsibilities include:

1. Learning and developing practical skills.
2. Participating in classes and workshops on and offsite.
3. Observing all employee processes and procedures, completing tests and assignments.
4. Delivering presentations to colleagues and other stakeholders.

### Overall Purpose of Job

- To assist with the provision of a professional, quality SEND service by supporting proactive communications with families, schools and settings through the local offer website, social media and Inclusion Matters Newsletter.
- Working with the communications and campaigns team to deliver high-quality content across a range of digital platforms and maintain the local offer website content.
- Create and use video and imagery to communicate key council priorities and initiatives in a clear and engaging manner.
- Collaborate with children and young people, residents, council staff including senior management and councillors, and external partners to identify opportunities to promote SEND projects and initiatives.
- You will be studying towards a level 3 qualification as part of your apprenticeship. You should expect around 20 per cent of council your time to be spent on this.

Job Context	
1.	The job title of Newham Apprentice applies to all of the apprentices hired as part of the Newham Apprenticeship Scheme. Each apprentice will be a member of a specific functional team, although they will be expected to work in a flexible manner and carry out appropriate work in other teams when necessary to meet service objectives.
2.	To be successful as an Apprentice, you must have great time management skills and be willing to fit into the existing team structure. You must demonstrate the council's values and behaviours in all that you do. Outstanding Apprentices are those who respond well to criticism, build good relationships with colleagues, and ultimately make a positive lasting impression.
3.	You will report to a relevant Supervisor, dependent upon where the post holder is allocated.

4.	You will have no direct management responsibility.
5.	The apprentice will be line managed by the SEND Co-production and Partnerships lead.
6.	The post holder will work closely with young people with SEND and their families to undertake small communication and co-production projects and gather feedback

## Key Tasks and Accountabilities

Key tasks and accountabilities are intended to be a guide to the range and level of work expected of the post holder. This is not an exhaustive list of all tasks that may be given to the post holder and employees will be expected to carry out such other reasonable duties which may be required from time to time.

1. Work with a variety of services across the SEND 0-25 team to create proactive media content, to incorporate video, photo, and digital content.
2. Schedule and produce engaging marketing social media content across a range of platforms, including but not limited to Twitter, Facebook, Instagram, TikTok.
3. Learn to use media monitoring systems to create regular reviews of media coverage and social media output, and some web content management.
4. To produce written content for the local offer website and work with service users and residents to ensure it's easy to understand and accessible.
5. To help in producing the SEND matters newsletter.
6. Assist in planning, delivering, and evaluating media campaigns; and to local offer website usage.
7. To prepare feedback questionnaires for service users.
8. To document all work using required standards, methods, and tools.
9. To make the best use of appropriate ICT systems including the Council's internet and intranet, email and other systems in order to provide an efficient and effective service.
10. To ensure work is completed in accordance with agreed timescales, targets and service standards

11. Prepare routine and standard correspondence on a range of issues, making amendments as appropriate to the individual circumstances.
12. To enter and maintain appropriate records onto the relevant systems assisting with the production of statistics and management information as required.
13. To assist service users, staff and other agencies with general enquiries, both by telephone and in person.
14. To maintain excellent customer service in all areas of work.
15. To maintain high levels of sensitivity in relation to personal, confidential and sensitive issues.
16. To provide cover for other appropriate staff at the place of work.
17. To collate, report and complete basic analysis of management information and take minutes of meetings as appropriate.
18. To assist in preparation and despatch of agendas, minutes and other documents related to SEND as necessary.
19. In addition to meeting the performance requirements of the role, the apprentice is required to have good time management, analytical thinking, and good interpersonal skills; have excellent problem-solving and troubleshooting abilities; and demonstrate a growth mind-set and passion for learning. They will be required to spend 20% of their time off the job learning. This includes, but is not confined to:
  - Attending classes/training modules as required by the Training provider, and participating in as many learning opportunities as possible.
  - Assisting within (the relevant team and/or department), and also learning about other aspects of the Service.
  - Observing the council's health and safety procedures.
  - Completing all mandatory tests, presentations, and other required evaluations within timescales set by the Training provider.
  - Working in the office and travelling to other sites when required.
  - Positively receiving feedback and ensuring the line manager is kept updated on progress.
  - Attending meetings and offering suggestions for improvement.
  - Maintaining records, both on-line and where appropriate off-line, of everything learned.
  - Building professional relationships with colleagues, talent Hub representatives and service users.

## PERSONAL SPECIFICATION

Job Title: Marketing Apprentice – SEND Service	Service Area: SEND Service 0 - 25	
Directorate: Children and Young People's Service	Post Number: Various	Evaluation Number: 5146
Grade: Apprentice grade London Living Wage rate	Date last updated: June 2023	

## IMPORTANT INFORMATION FOR APPLICANTS

The criteria listed in this Person Specification are all essential to the job. Where the Method of Assessment is stated to be the Application Form, your application needs to demonstrate clearly and concisely how you meet each of the criteria, even if other methods of assessment are also shown. If you do not address these criteria fully, or if we do not consider that you meet them, you will not be shortlisted. Please give specific examples wherever possible.

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CRITERIA	METHOD OF ASSESSMENT
KNOWLEDGE: Awareness of appropriate office procedures and systems, particularly those applicable in a local government setting.	Application Form/Interview
Working knowledge of Microsoft Word and basic knowledge of excel and/or access in order to input and manipulate data.	Application Form
Demonstrate basic knowledge and commitment to diversity and equality in the workplace.	Application Form/Interview

<p><b>EXPERIENCE:</b></p> <p>Experience of using social media to communicate</p> <p>Experience of working efficiently, effectively and accurately.</p> <p>Basic experience of using Microsoft databases/spreadsheets and word processing.</p> <p>Experience of dealing effectively with customers face to face and on the telephone.</p>	<p>Application Form/Interview/Test</p> <p>Application Form/Interview</p> <p>Application Form/Interview</p> <p>Application Form/Interview</p>
<p><b>SKILLS AND ABILITIES:</b></p> <p>Good written and verbal communication skills.</p> <p>Effective interpersonal skills.</p> <p>Ability to work effectively as part of a team.</p> <p>Ability to work on own initiative.</p> <p>Ability to learn and use new systems quickly.</p> <p>Ability to prepare simple reports and documents.</p>	<p>Application Form/Interview/Test</p> <p>Application Form/Interview</p> <p>Application Form/Interview</p> <p>Application Form/Interview</p> <p>Application Form/Interview</p> <p>Application Form/Interview/Test</p>
<p><b>PERSONAL STYLE AND BEHAVIOUR:</b></p> <p>Attention to detail</p> <p>Demonstrate a professional approach and commitment to customer service.</p> <p>Flexible and proactive approach to work.</p> <p>Able to maintain confidentiality and sensitivity in all circumstances.</p>	<p>Application Form/Interview</p> <p>Application Form/Interview</p> <p>Application Form/Interview</p> <p>Application Form/Interview</p>
<p>Must be a Newham resident</p>	<p>Application Form</p>