

Job Description



Job Title: Digital Communications Apprentice	Service Area: Digital Communications Team	
Directorate: Various	Post Number: 10022131	Evaluation Number: 5146
Grade: Apprentice grade London Living Wage rate	Date last updated: 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 LBN 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.

Responsibilities include learning and developing practical skills, participating in classes and workshops on and offsite, observing all employee processes and procedures, completing tests and assignments, as well as delivering presentations to colleagues and other stakeholders. You should be well-organised, flexible, and willing to assist wherever possible.

Overall Purpose of Job

To assist with the provision of a professional, quality service throughout the Council.

Job Context

1. The job title of Newham Apprentice applies to all of the apprentices hired as part of the Newham Apprenticeship Programme. Each apprentice will be a member of a specific functional team although 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. The post holder will report to Digital Communications Manager and will be working with 2 Digital Communications Officers.
4. The post holder has no direct management responsibility.

Key Tasks and Accountabilities

1. 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.
2. Willing to be upskilled on a variety of different Digital Communications disciplines. Including but not limited to: Image and video production, website maintenance and improvements, producing content and distributing via the Councils social media, customer service monitoring and mediating, data and analytics, videography and photography...
3. To make the best use of appropriate Digital Communications software, to ensure efficiency and effective communications between the Council and our residents.
4. To ensure work is completed in accordance with agreed timescales, targets and service standards.
5. Ensure all channels of communication are monitored and any issues responded to effectively and with pace, working with team members to draft responses.
6. Prepare routine and standard communications on a range of issues, making amendments and suggestions where appropriate.
7. To work with team colleagues and manager to deliver the best possible service for residents.

8. Establish and maintain effective working relationships with colleagues, Members, the Mayor, and provide briefings when required.
9. The post holder will review technologies to explore new developments in the digital landscape to enhance communications messaging
10. To maintain excellent customer service in all areas of work, utilising current software to their best ability.
11. To maintain high levels of sensitivity in relation to personal, confidential and sensitive issues.
12. To provide cover for other appropriate staff at the place of work.
13. 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 and service users.

Personal Specification



Job Title: Digital Communications Apprentice	Service Area: Digital Communications Team	
Directorate: Various	Post Number:	Evaluation Number:
Grade: Apprentice grade London Living Wage rate	Date last updated: February 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.

CRITERIA	METHOD OF ASSESSMENT
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.	

<p>KNOWLEDGE:</p> <p>Awareness of appropriate office procedures and systems, particularly those applicable in a local government setting.</p> <p>Working knowledge of Microsoft Word and basic knowledge of excel and/or access in order to input and manipulate data.</p> <p>Demonstrate basic knowledge and commitment to diversity and equality in the workplace.</p>	<p>Application Form/Interview/Test</p> <p>Application Form/Interview/Test</p> <p>Application Form/Interview/Test</p>
<p>EXPERIENCE:</p> <p>Experience of working efficiently, effectively and accurately.</p> <p>Experience of dealing effectively with customers.</p>	<p>Application Form/Interview/Test</p> <p>Application Form/Interview/Test</p>
<p>SKILLS AND ABILITIES:</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>Attention to detail</p>	<p>Application Form/Interview/Test</p> <p>Application Form/Interview/Test</p> <p>Application Form/Interview/Test</p> <p>Application Form/Interview/Test</p> <p>Application Form/Interview/Test</p> <p>Application Form/Interview/Test</p> <p>Application Form/Interview/Test</p>
PERSONAL STYLE AND BEHAVIOUR:	

Demonstrate a professional approach and commitment to customer service.	Application Form/Interview/Test
Flexible and proactive approach to work.	Application Form/Interview/Test
Able to maintain confidentiality and sensitivity in all circumstances.	Application Form/Interview/Test