

DARLINGTON BOROUGH COUNCIL

RESOURCES GROUP

JOB DESCRIPTION

<u>POST TITLE :</u>	Digital Marketing Apprentice
<u>GRADE :</u>	Apprentice NMW
<u>REPORTING RELATIONSHIP</u>	Responsible to the Communications Manager
<u>JOB PURPOSE :</u>	To support the delivery of an effective corporate marketing function for Darlington Borough Council
<u>POST NO.</u>	
<u>PDR COMPETENCY FRAMEWORK</u>	Level 1, Expected Competencies for all employees
<u>TRAINING</u>	You are expected to work towards completing NVQ level 3 in Junior Content Producer

MAIN DUTIES/RESPONSIBILITIES

1. Assist the communications team in the preparation of marketing activities to boost reputation of the council.
2. Provide support for marketing and campaigns events and exhibitions as required.
3. Assist with the collation of information for promotional material.
4. Support the day to day running of the communications team by assisting with social media, inbox management, media relations and production of the One Darlington magazine.
5. Creating and sharing marketing materials on social media and elsewhere.
6. Behave according to the Employees' Code of Conduct and ensure that you are aware of your obligations and responsibilities re. conflicts of interest, gifts, hospitality and other matters covered by the Code.
7. Share learning from your apprenticeship course with other members of the communications team.
8. Carry out your role in line with the Council's Equality agenda.
9. To comply with health and safety policies, organisational statements and procedures, report any incidents / accidents/ hazards and take a pro-active approach to health and safety matters in order to protect yourself and others.
10. Any other duties of a similar nature related to this post that may be required from time-to-time.

This post is Politically Restricted under the Local Government and Housing Act 1989, as amended by the Local Democracy, Economic Development and Construction Act 2009. As such, the post holder will be disqualified from being a Member of a Local Authority, the House of Commons or the European Parliament. The post holder is also restricted from standing as a candidate for local government election; acting as an election agent; being an officer of a political party or any branch of a political party or a member of any committee or sub-committee of such a party; canvassing on behalf of a political party or a person who is or seeks to be a candidate and speaking to the public at large or publishing any written or artistic work that could give the impression that they are advocating support for a political party.

Darlington Borough Council and schools within the Borough are committed to safeguarding and promoting the welfare of children and expects all staff and volunteers to share this commitment.

Date: October 2018

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PERSON SPECIFICATION

APPRENTICE DIGITAL MARKETING

POST NO. D14085

All appointments are subject to satisfactory references.

Criteria No.	Attribute	Essential (E)	Desirable (D)
	Qualifications & Education		
1	GCSEs, including Maths and English, Grade A to C (awarded pre 2017) or GCSEs, including Maths and English, Grade 9 to 4 (awarded 2017 onwards) Functional Skills Level 2	E	
	Experience & Knowledge		
2	An understanding of marketing principles	E	
3	An understanding of the challenges faced by local authorities		D
	Skills		
4	Ability to communicate effectively both verbally and in writing	E	
5	IT literate, with experience of Microsoft Office and similar packages	E	
6	An understanding of digital marketing, search engine optimisation and how social media impacts this		D
7	Broad understanding of marketing principles		D
8	An ability to interpret and explain complex ideas		D
9	Effective administration and organisational skills		D
10	Ability to receive, record and relay information/messages accurately	E	
11	Ability to work as part of a team	E	
12	Attention to detail and accuracy	E	
	Personal Attributes		
13	Flexibility, willingness and motivation to expand knowledge and experience	E	
14	Ability to maintain confidentiality	E	
15	A willingness to learn new skills and share them with others	E	
	Special Requirements		
16	The ability to communicate at ease with customers and provide advice in accurate spoken English	E	