 Stockton-on-Tees BOROUGH COUNCIL		JOB DESCRIPTION	
Directorate: Corporate Services		Service Area: Corporate Communications	
JOB TITLE: Media Content Creator Apprentice			
GRADE: National Minimum Wage for Age			
REPORTING TO: Media Manager			
APPRENTICESHIP QUALIFICATION: Content Creator – Level 3			
Duration: Fixed term up to 18 Months			
1.	JOB SUMMARY: To assist the Communications team in creating and developing creative content (capturing and creating video, using photography and graphics) which can be used across a range of mediums including digital, social media, website and print. You will work closely with Council services to research, prepare and develop media messaging to maximise audience engagement, capturing the strategy and objectives of the brand and needs of the customer. To work towards completion of the above Apprenticeship Qualification whilst gaining relevant on the job work experience.		
2.	MAIN RESPONSIBILITIES AND REQUIREMENTS		
	1	To support in developing creative content and writing copy which can be used across a range of mediums including digital, social media, website and print.	
	2	To support in developing, creating, and publishing social media content and content for digital channels in line with the Council’s brand guidelines.	
	3	To support the Communications Officers in creating creative content for range of multimedia campaigns as identified in the yearly directorate communication plans.	
	4	To support in the filming of content for both internal and external projects both internally and on location.	
	5	To work with the Council’s design team to develop design assets for campaigns in line with the Council’s brand guidelines.	
	8	To assist in monitoring, analysing and reporting on the effectiveness of campaigns to help inform future projects.	
	9	To proof read print and digital content.	
	10	To research, develop and suggest new and innovative ways of engaging with internal and external audiences across a range of media.	

	11	To maintain effective working relationships with other departments and external agencies as appropriate.
	12	To arrange and attend meetings with internal and external stakeholders as required.

3. GENERAL

Other Duties - The duties and responsibilities in this job description are not exhaustive. The post holder may be required to undertake other duties from time to time within the general scope of the post. Any such duties should not substantially change the general character of the post. Duties and responsibilities outside of the general scope of this grade of post will be with the consent of the post holder.

Workforce Culture, supporting behaviours and Code of Conduct – The post holder is required to carry out the duties in accordance with Workforce Culture and supporting behaviours, code of conduct, professional standards and promote equality and diversity in the workplace.

Personal Development – As defined by the Council’s Culture Statement, all employees will take responsibility for their own development

Customer Services – The post holder is required to ensure that all customers both internal and external, receive a consistently high quality level of service, commensurate to the standards required by Stockton on Tees Borough Council.

Policies and Procedures – The post holder is required to adhere to all Council Policies and Procedures.

Health and Safety – The post holder has a responsibility for their own health and safety and is required to carry out the duties in accordance with the Council Health and Safety policies and procedures.

Safeguarding – All employees need to be aware of the possible abuse of children and vulnerable adults and if you are concerned you need to follow the Stockton Council’s Safeguarding Policy. In addition employees working with children and vulnerable adults have a responsibility to safeguard and promote the welfare of children and vulnerable adults during the course of their work.


	Name:	Signature:	Date
Job Description written by: (Manager)			
Job Description agreed by: (Post holder)

PERSON SPECIFICATION

Job Title/Grade	Media Content Creator Apprentice	National Minimum Wage for Age
Directorate / Service Area	Corporate Services	Corporate Communications

	ESSENTIAL	DESIRABLE	MEANS OF ASSESSMENT
Qualifications	English Language & Maths Level 2 qualifications - GCSE at Grade C / 4 or above or equivalent Level 2 Functional Skills (Predicted Grade or Obtained)	A Levels / Graduate or equivalent in Marketing, Digital Communications, Journalism or directly related area	Certificates & Application form
Experience	<p>Working as part of a team as well as demonstrating use of own initiative</p> <p>Experience of producing a range of written work to a high standard</p> <p>Experience of developing creative solutions</p>	<p>Working as part of a team on multiple projects with timescales and deadlines</p> <p>Experience of the workings of a local authority</p> <p>Experience of writing and publishing creative content across a range of media including print, web and social media</p> <p>Experience of telling a story through digital formats to engage and excite audiences</p> <p>Experience of capturing footage and photography on the ground to use in social media posts and other digital content</p>	Application / Interview

Knowledge & Skills	<p>Strong Communication skills - listening, spoken and written.</p> <p>Ability to understand and apply guidance, regulations and written instructions.</p> <p>Knowledge of video editing</p> <p>Knowledge of designing graphics</p> <p>Ability to work independently, using initiative</p> <p>Strong attention to detail</p>	<p>Knowledge of writing accessibly for web</p> <p>Experience of editing videos</p> <p>Experience of designing graphics</p>	Application / Interview
Specific behaviours relevant to the post	<p>Demonstrate the Council's Behaviours which underpin the Culture Statement.</p> <p>Committed to own personal development</p> <p>Creative and innovative</p> <p>Confidentiality and personal integrity</p> <p>High personal standards and self-discipline in working to tight timescales</p> <p>Self-motivated</p> <p>Customer focused</p>		Application / Interview
Other requirements	<p>Flexibility - Ability to work any day of the week including weekends and evenings as required</p>	<p>Driving licence and access to a vehicle</p>	

 Stockton-on-Tees BOROUGH COUNCIL	KNOWN RISKS FOR THIS ROLE
DIRECTORATE: Corporate Services	SERVICE AREA: Corporate Communications
JOB TITLE: Media Content Creator Apprentice	
GRADE: National Minimum Wage for Age	
JOB LOCATION / BUILDING: Municipal Buildings	
REPORTING TO: Media Manager	

The following are the known risks for this role as identified through a Risk Assessment. More than one risk may apply. Where there are no known risks this will be indicated.

Known Risks - which require Baseline Health Surveillance Screening before or at start of employment and ongoing health surveillance with Occupational Health		
Known Risk	Yes	No
Noise: Employee Is likely to be regularly exposed to noise above the exposure action level. (Daily or weekly exposure of 85dB)		N
Vibration: Employee will be exposed to vibration above the daily Exposure Action Value (EAV) of 2.5m/s ² A(8) 9		N
Respiratory: Employee will be exposed to Hazardous Substances such as machine generated wood dust, mineral dust, solder flux, glues, resins, cutting oils, latex. (Those working with respiratory/skin irritants or sensitizers as defined by COSHH)		N

Known Risks which require a Medical Assessment with Occupational Health prior to starting employment and ongoing assessment during employment.		
Known Risk	Yes	No
HGV/LGV/Fork Lift Truck/Passenger Carrying Vehicle/Minibus (Group 2) Licence Drivers: Employee will be required to drive an HGV/LGV/FLT/PCV/Minibus.		N
Asbestos: Employee likely to be exposed to asbestos. Work with asbestos' includes: <ul style="list-style-type: none"> ○ Work which removes, repairs, or disturbs asbestos ○ Ancillary work (work associated with the main work of repair, including maintenance work on equipment) ○ Supervisory Work (work involving direct supervision over those removing, repairing, or disturbing asbestos) 		N

Known Risk	Yes	No
Lead: Employee likely to be exposed to lead or lead based products (handling, processing, repairing, maintenance, storage, disposal) The lead must also be in a form in which it is likely to be: <ul style="list-style-type: none"> ○ Inhaled, e.g., lead dust, fume or vapour. ○ Ingested, e.g., lead powder, dust, paint or paste; or ○ Absorbed through the skin, e.g., lead alkyls or lead naphthenate. The regulations do not apply to work with materials or substances containing lead where, because of the nature of the work, lead cannot be inhaled, ingested, or absorbed.		N
Confined Spaces - Safety Critical: Employee will be required to work in a confined space where specialist equipment or breathing apparatus is needed.		N
Working at Heights - Safety Critical: Employee will be required to work at a height .		N
Blood-borne viruses: Employee is at risk of exposure to Blood-borne viruses e.g., needle stick injury, human bite, contact with human blood or other bodily fluids and sewerage.		N

Other Known Risks		
Known Risk	Yes	No
Council Vehicles or transport that does not require a Group 2 licence: Employee will be required to drive a Council vehicle or regularly transport service users/clients/pupils in their own vehicle as part of normal duties.		N
Food Handlers: Employee will be preparing and handling food <i>Food Handlers Questionnaire to be completed and sent to Occupational Health</i>		N
Night Workers: Employee will be regularly working at night <i>Optional Night Worker Questionnaire available</i>		N
Lone Working (including Home Working): Employee will be required to work alone.	Y	
DSE Users: Employee will be required to use Display Screen Equipment (DSE) <i>DSE Training and assessment should be completed on commencement – arranged by manager</i>	Y	
Any Other: Please identify any other known risks associated with this job role.		N

As the manager of this post, I declare that the details above are an accurate reflection of the risks associated with the post.

Signature of Manager:

Date:

For any queries related to this form, please refer to the Known Risk Managers Explanatory Notes, or email the Occupational Health Department: Occupational.Health@stockton.gov.uk