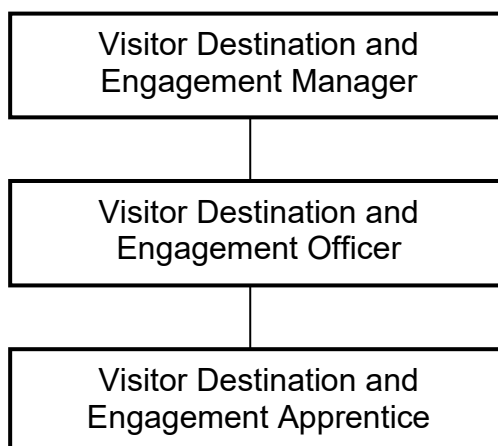




Job Description & Person Specification

Post Title	Visitor Destination and Engagement Apprentice				
JE Reference	APP	Grade	Apprentice	SCP Range	N/A

Reporting line:



Job Purpose:

To develop skills, knowledge, and experience in all areas of marketing within a tourism and culture setting within a public sector environment, whilst working towards a level 3 qualification in Business Administration.

Relationships:

Accountable to: Visitor Destination and Engagement Officer

Accountable for: N/A

General Contacts: Colleagues within the Culture and Tourism Team, other Council Departments, local and regional partners as well as external agencies, stakeholders, and members of the public.

Key duties and responsibilities:

1. To assist with administration duties including but not limited to; photocopying, typing, answering the telephone, filing, sending emails/ letters and raising orders.

2. To support the team by responding accurately and competently to all Visitor Information enquires, and where necessary, pass service requests to the appropriate officer.
3. To assist with data collection of event information and tourism products. Liaising with internal teams and local stakeholders to ensure that their content on our website is up to date and accurate.
4. To assist with the uploading of digital content onto the Enjoy Redcar and Cleveland website and partners websites.
5. To support with the updating of social media feeds for Enjoy Redcar and Cleveland and Saltburn Cliff Tramway.
6. To support with the production and distribution of promotional materials (print and digital).
7. To work effectively in a team, liaising appropriately with others, meeting deadlines, following supervisor's instructions.
8. At times you will be required to work in a customer facing role, meeting, greeting, and engaging with visitors, improving the visitor experience, and dealing directly with public enquiries.
9. At times support the setup and delivery of events which at times may take place outside of core working hours and weekends.
10. To attend college, educational sessions, and other Council training development sessions in line with the apprenticeship post.
11. To meet deadlines associated with progression throughout the full apprenticeship period.
12. To complete assignments/projects which relate to the apprenticeship framework.

General/Corporate Responsibilities:

1. To undertake such duties as may be commensurate with the seniority of the post
2. To ensure that the Council's corporate Health & Safety policy is followed and training is undertaken in all pertinent health and safety procedures
3. To partake in the Council's and Directorate's staff training and development policies as well as the Council's system of performance appraisal
4. To treat all information gathered for the Council and Directorate, either electronically or manually, in a confidential manner
5. All employees are required to demonstrate a commitment when carrying out their duties which promotes and values diversity and the equality of opportunity in relation to employees and service users which is in line with the Council's Equality & Diversity Policy.

6. To be responsible for identifying and managing all risks associated with the job role through effective application of internal controls and risk assessments to support the achievement of Corporate and Service objectives
7. To ensure the highest standards of customer care are met at all times
8. To ensure the principles of Value for Money in service delivery is fundamental in all aspects of involvement with internal and external customers
9. To ensure that the highest standards of data quality are achieved and maintained for the collection, management and use of data.
10. To positively promote the welfare of children, young people, and vulnerable adults and ensure that it is recognised that Safeguarding is everyone's responsibility; and to engage in appropriate training and development opportunities which enhance an individual's knowledge and skill in responding to children, young people and vulnerable adults who may be in need of safeguarding.

Last Updated: 25/02/2026

Author: Jennifer Woodgate

POST TITLE	GRADE
Visitor Destination and Engagement Apprentice	APP1

NOTE TO APPLICANTS

Whilst all points on the specification are important, those listed in the essential column are the key requirements. You should pay particular attention to those points and provide evidence of meeting them. Failure to do so may mean that you will not be invited for interview.

CRITERIA	NECESSARY REQUIREMENTS		* M.O.A.
	Essential	Desirable	
EXPERIENCE	Must be able to demonstrate an interest in Business Administration	- Experience of working in an office environment - Experience of working in tourism / event environment	A, I
SKILLS AND ABILITIES	- Good literacy and numeracy skills - Ability to use Microsoft Office to produce a variety of documents - Ability to communicate clearly face to face and on the telephone to a variety of people - Ability to input text and figures into a computer accurately - Ability to use social media	- General knowledge of office procedures - Basic knowledge of Local Government - Understanding of websites and their administration - Ability to edit images using basic software	A, I
EDUCATION/ QUALIFICATIONS/ KNOWLEDGE	- Applicants must hold (or be willing to work towards) essential English and maths qualifications as part of their apprenticeship programme. Aged 16–18: - If you do not already hold GCSE Grade C / Level 4 (or Functional Skills Level 2) in		A, I

	English and maths, you must complete these as a mandatory part of the apprenticeship. Aged 19+: • If you do not already hold these qualifications, completing English and/or maths may be optional depending on the apprenticeship, but you may be required or supported to work towards them if the role needs it. • Commitment to attend any training deemed necessary to carry out a role in business administration		
OTHER REQUIREMENTS	• Flexible approach to work by responding to the needs of the services including, at times, requirements to work beyond normal working hours • Commitment to own continuous personal and professional development • Strong team player, committed to an ethos of continuous improvement	• Evidence of own continuous personal and professional development	A, I, C
COMMITMENT TO EQUAL OPPORTUNITIES	• Commitment to equal opportunities and the ability to recognise the needs of different service users	• Evidence of having completed training in equality and diversity awareness	A, I
COMMITMENT TO SERVICE DELIVERY/ CUSTOMER CARE	• Commitment to provide a customer-focussed service	• Evidence of surpassing customer expectations or service targets / goals	A, I

METHOD OF ASSESSMENT: (*M.O.A.)

A = APPLICATION FORM C = CERTIFICATE E = EXERCISE I = INTERVIEW P = PRESENTATION T = TEST AC = ASSESSMENT CENTRE
R = REFERENCE

this is Redcar & Cleveland