

# Digital Marketing Apprentice

- Service area: Communications
- Reports to: Senior Digital Communications Officer
- Your team: Digital communications

## Our mission

We are determined to create a more equal Islington, where everyone who lives here has an equal chance to thrive.

To do this, everyone who works at Islington Council lives by a set of values which guide us in everything that we do: collaborative, ambitious, resourceful, and empowering. They spell out 'CARE', which is what we think public service is all about.

[Watch our video](#) to hear more about our mission and how you can help us achieve it from the Leader of the Council, Cllr Kaya Comer-Schwartz.

## Apprenticeship programme

Islington Council offers a wide range of high-quality apprenticeships. Alongside your job, you will complete a nationally recognised apprenticeship training course. On the job you will gain experience and skills required for your apprenticeship discipline. You will join the digital communications team, supporting them to plan and deliver creative and high-quality campaigns across digital channels.

## Key responsibilities

1. Undertake a development programme leading to a [Level 3 Digital Marketer apprenticeship](#) qualification.
2. Use the dedicated time given to complete studies and coursework.
3. Actively participate in your own development. This includes carrying out duties of your role and completing coursework within agreed deadlines.
4. To develop skills and experience in:
  - a. Planning campaigns: plan and implement digital campaigns across across social media, websites, and email bulletins that achieve the council's communications objectives.
  - b. Written communication: deliver written content tailored to target audiences across a variety of channels.

- c. Analysis: analyse our digital performance using social media analytics, Google Analytics and email marketing reports and use this to create clear reports.
  - d. Customer service: provide good customer service by handling incoming social media enquiries, emails and calls from residents and colleagues in the council.
  - e. Video and imagery: film and edit engaging video content and source relevant imagery.
  - f. Email marketing: build and send email bulletins to a range of audiences, using the council's email marketing tool.
  - g. Content management: update content on the council's website and microsites using content management systems.
  - h. Council standards: meet the council's writing style, brand guidelines and accessibility requirements in all communications.
  - i. Data: measure and evaluate the success of digital marketing activities and provide recommendations and insights to others.
  - j. Research: research new digital opportunities such as channels, technologies and approaches to reach target audiences and recommend these to the team.
  - k. Problem-solving: identifying and resolving any problems with our digital channels, for example resolving issues with broken links on the website.
- 5. Constructively take part in meetings, supervision, seminars, and other events designed to improve communication.
  - 7. Use information technology systems to carry out duties in the most efficient and effective manner.
  - 8. Achieve personal performance targets, as agreed by your line manager.
  - 9. Carry out duties and responsibilities in accordance with the council's customer care standards.
  - 10. Be committed to the council's ambitions and CARE values.
  - 11. Undertake other duties compatible with your learning and development as required.

## Compliance

Ensure legal, regulatory and policy compliance under GDPR, Health and Safety and in area of your specialism identifying opportunities and risks and escalating where appropriate.

## Work style

Hybrid. Apprentices will be working in the office with some home working.

# Person specification

You should demonstrate on your application form how you meet the criteria. Please ensure you address all the criteria as this will be used to assess your suitability for the post.

## Essential criteria

### Qualifications

Essential criteria	Criteria description	Assessed by
E1	Interest and motivation to work and obtain Digital Marketer level 3 qualification	Application/Interview
E2	<div>Ability to meet the course entry requirements</div> <ul style="list-style-type: none"><li>• 3 GCSEs (or equivalent) at grades 4+ AC in any subject</li><li>• Pass the course entry assessments including English and Maths</li></ul>	Application

### Skills

Essential criteria	Criteria description	Assessed by
E3	Ability to communicate effectively	Application/Interview
E4	Ability to work as part of a team	Application/Interview
E5	Ability and willingness to follow instruction and learn new tasks.	Application/Interview
E6	IT skills and ability to learn new systems.	Application/Interview
E7	Ability to adapt successfully to change.	Application/Interview
E8	Excellent time management skills.	Application/Interview

Essential criteria	Criteria description	Assessed by
E9	Ability to maintain confidentiality.	Application/Interview

### Special requirements of the post

Essential criteria	Criteria description	Assessed by
E10	<p>Meet Islington Council apprenticeship eligibility criteria:</p> <ul style="list-style-type: none"> <li>• Islington resident or</li> <li>• Islington care leaver or</li> <li>• Islington secondary school leaver in the last 12 months</li> </ul>	Application

## Our accreditations

Our accreditations include: the Healthy Workplace award; Timewise; London Living Wage Employer; Disability Confident Committed; The Mayor's Good Work Standard; Stonewall Diversity Champion; and Time to Change.

