



Job Description & Person Specification

Job Title: Digital Marketing Apprentice

Scale: Apprenticeship rate - £13,000

Job Purpose:

- Support the delivery of effective communications and marketing activities to a range of audiences.
 - Plan and execute engaging campaigns across relevant channels to increase brand awareness.
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Reporting Arrangements

Reporting to: Communications Manager

Main Responsibilities:

- Assist with developing digital marketing campaigns across the Trust.
 - Update website pages and write engaging content, relevant for all platforms.
 - Assist with creating engaging webpages, keeping them up to date and compliant.
 - Help to maintain good practices across the website content management system.
 - Support with marketing activities such as Search Engine Optimisation (SEO).
 - Provide support with capturing and editing video content for a range of platforms.
 - Provide support to the Communications Manager, to analyse and improve campaign and content performance.
 - Work closely with the Social Media & Communications Officer to create engaging campaigns across a range of channels.
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Trust Responsibilities:

- Build positive relations with colleagues across the Trust.
- Adhere to all Trust policies and procedures.
- Take responsibility for promoting and safeguarding the welfare of all pupils.
- Demonstrate commitment to the Equal Opportunities Policy, to work positively and inclusively with colleagues so that the Trust provides a workplace and delivers services that do not discriminate against people on the grounds of their age, gender, sexual orientation, marital status, race, religion, creed, colour, nationality, ethnic origin or disability.
- Work flexibly in the interests of the service (this may include undertaking other duties provided that these are appropriate to the employee's background, skills and abilities).

- Travel between different sites of the Laurus Trust as required.
 - Actively participate in performance reviews at regular intervals in accordance with Trust procedures.
 - Undertake training courses organised by the Trust where these will assist in the carrying out of the above duties, develop skills which may be required to fulfil those duties in the future or are required to fulfil legal requirements.
 - Refrain from smoking in any areas of Trust premises.
 - Behave in a manner that ensures the security of property and resources.
 - Demonstrate consistently high standards of personal and professional conduct as defined in The Laurus Trust Code of Conduct Policy.
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Safeguarding:

The Laurus Trust and its affiliated schools are committed to safeguarding and protecting the children and young people that we work with. As such, all posts are subject to a safer recruitment process, including the disclosure of criminal records and vetting checks. The post holder will be required to complete an enhanced Disclosure Barring Service (DBS) Check with appropriate barred list checks, or the equivalent, and must be eligible to work in the UK.

We ensure that we have a range of policies and procedures in place which promote safeguarding and safer working practice across the school. This is in line with statutory guidance Keeping Children Safe in Education and The Education Act, we expect all staff and volunteers to share this commitment.

Core Behaviours:

It's important for all Support Staff to be able to demonstrate some or all of the core behaviours on a regular/daily basis:

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| ➤ Adaptable | - Open to change, to be flexible. |
| ➤ Courageous | - Willing to speak up, offer ideas, challenge the norm. |
| ➤ Hard Working | - Strong work ethic, prepared to go the extra mile. |
| ➤ Inclusive | - Treat others fairly and equally. |
| ➤ Engaged | - Involved/absorbed in your work, participate at all times. |
| ➤ Value | - Add value to your role, your team and the Trust. |
| ➤ Enquiring | - Have an enquiring mind, curious, improve and find solutions. |
| ➤ Motivated | - Pro-active, wanting to achieve goals, willingness to try, can do attitude. |
| ➤ Encouraging | - Giving/offering support and confidence to others, working together. |
| ➤ Navigator | - Providing guidance, leading when necessary. |
| ➤ Tenacious | - Perseverance, never giving up, whatever it takes. |
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Person Specification:

Attributes	Essential	Desirable
Education and Qualifications	<ul style="list-style-type: none"> • Sound educational background including GCSE's Maths and English (A*-C) or equivalent 	<ul style="list-style-type: none"> • A Levels or Vocational related qualifications
Knowledge and Experience	<ul style="list-style-type: none"> • Experience of using a range of social media platforms • Knowledge of mainstream digital channels • Strong IT Skills including Microsoft PowerPoint, Excel, Word and Outlook • Knowledge of paid search and SEO 	<ul style="list-style-type: none"> • Prior experience in website content management • Experience of working in a school environment • Experience of working with confidential information
Skills	<ul style="list-style-type: none"> • Excellent planning and organisational skills • Ability to work independently to organise own workload • Strong interpersonal skills • Highly motivated individual with an innovative approach • Problem solving and analytical skills • Ability to demonstrate engaging oral and written communication 	
Other Qualities	<ul style="list-style-type: none"> • Strong willingness to learn • Team player • Ability to work accurately and methodically • Excellent time management • Ability to remain calm under pressure • Flexible • Willingness to undertake further training • Commitment to safeguarding and promoting the welfare of children 	<ul style="list-style-type: none"> • Full driving licence