



**WILBERFORCE**  
sixth form college



# Apprentice Digital Content Creator

CLOSING DATE: Thursday 21 November 2024, at 9.00am





## The College

Wilberforce Sixth Form College is located on the East side of the City of Hull, and our students come from both Hull and the East Riding of Yorkshire. The College is recognised for its success in serving the needs of the local community, which is a fundamental commitment of the College's governing body.

Wilberforce College is not a typical sixth form college. We have a wide-ranging and dynamic curriculum offer at Levels 2 and 3 that supports students' progression. Coupled with our staff's commitment to high quality teaching, support and student experience, students achieve and progress to some fantastic destinations.

The College has extended its work beyond the East of Hull in recent years. We are system leaders, having worked with educational and employment partners both nationally and regionally to improve the quality of education and student experience.

## For our students...

Wilberforce Sixth Form College inspires its students to develop a passion for knowledge and a love for learning. Our students receive a truly holistic education that extends beyond the classroom.

In addition to high-quality teaching, they have access to a broad upskilling/enrichment programme, employability and workplace links, national and international trips and visits, and an excellence pathway programme.

## Our campus...

We have made significant investment over the last few years, creating first-class facilities for staff, students and the local community.

Our campus is reflective of the wide-ranging curriculum that we offer; it boasts professional standard Engineering, Health & Caring, Hair & Beauty and IT facilities, as well as fully equipped classrooms and teaching spaces.

## For our staff...

Wilberforce Sixth Form College is a great place to work. You will join a focussed and driven team, committed to delivering a broad and balanced education for all.

Collaboration is at the heart of our approach and together we work hard to change the life chances for our students.

We invest heavily in staff development and wellbeing support to ensure that staff are equipped to contribute to making Wilberforce College great.

Access a range of benefits including:

- Membership of the Teachers' Pension Scheme
- Employee Assistance Programme
- Cycle to Work scheme
- Optional Health Cash Plan
- Staff development opportunities
- Staff wellbeing events
- IT Products
- On-site gym



## Our Mission, Priorities and Core Values

### **Mission**

The College's aim is to be an outstanding College, with an innovative curriculum that supports all students to achieve the best possible life chances.

### **Priorities**

The three core priorities are:

#### **1. Outstanding outcomes**

- A fully ambitious, challenging curriculum that provides students with first rate qualifications.
- Aspirational and stimulating teaching and learning that engages all students at all levels.
- Stretch and challenge of all groups of students to ensure that all reach their potential, and there are no significant gaps.
- A student support framework that proactively removes barriers to learning.

#### **2. Outstanding progression**

- A curriculum that is aligned to local and national priorities that enables all students to progress to their chosen destinations.
- Students are equipped with the skills, knowledge and behaviours needed to progress in education and employment – including proficiency in English and Mathematics.
- Students are educated and supported to make decisions that ensures their long-term health and well-being.

#### **3. Outstanding experience**

- Students have access to a wide, rich set of experiences through the curriculum, tutorial, and upskilling programme.
- High expectations of behaviours and attitudes ensure all students develop a strong work ethic, resilience, and determination.
- Sustainable growth in student numbers that maintains a vibrant, interactive learning environment, in which students are highly challenged.
- A College environment with first class facilities, welcoming, accessible and a place everyone enjoys being in.

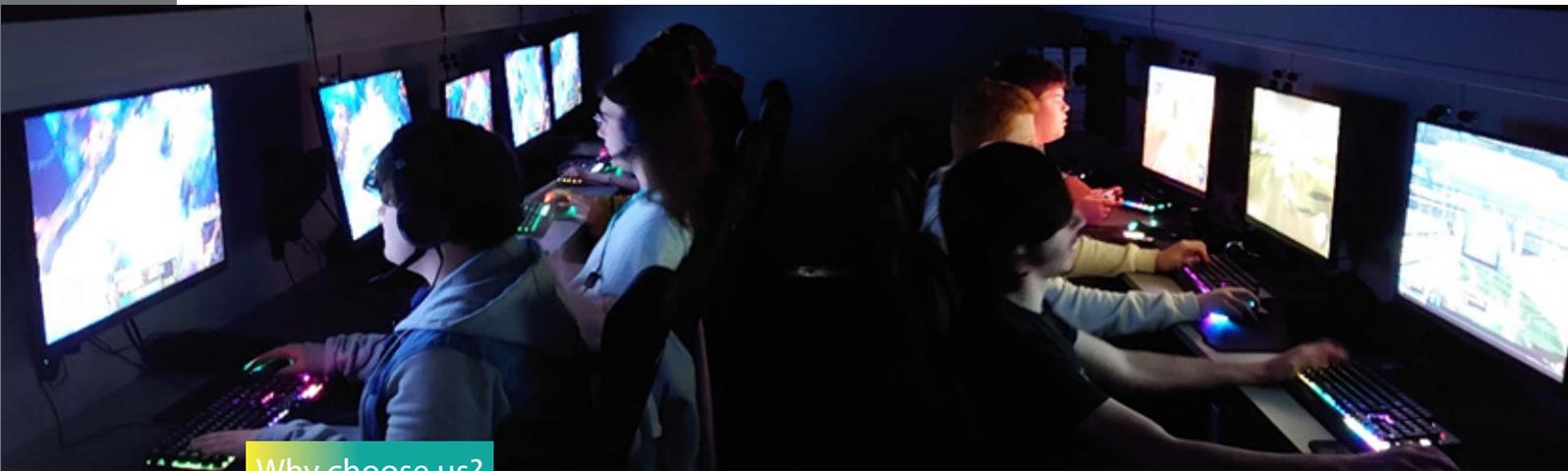


Wilberforce Sixth Form College has a culture of high aspiration and we are committed to providing an outstanding educational experience for all of our students. All aspects of College life are focused on providing students with every opportunity to become independent, motivated and successful individuals who will contribute on an international stage. Success is central to our aims. We have adopted a core values statement. It is our intention that by applying these values and behaviours the College will become outstanding in every area of work.

#### Core Values

- We conduct ourselves with integrity and respect for all
- We make students' experience central
- We value individuals and promote self-esteem
- We work as a team
- We encourage innovation, creativity and enjoyment
- We aim for excellence in everything we do





## Why choose us?

By joining Wilberforce college, you will be working for a progressive learning organisation driven by core values and collective mission. You will be joining colleagues to work within a supportive, collaborative, and dynamic team which consistently strives to achieve the best outcomes for our students.

At Wilberforce we believe in providing opportunities for all - both staff and students. Our expectations are high for everyone and we recognise the fact that only through this teamwork can we all achieve our aspirational goals. If you are looking for a College that will challenge you whilst supporting you, then our CPD package will ensure you develop your skills, whether it be supporting students, teaching in the classroom or as a leader influencing colleagues.

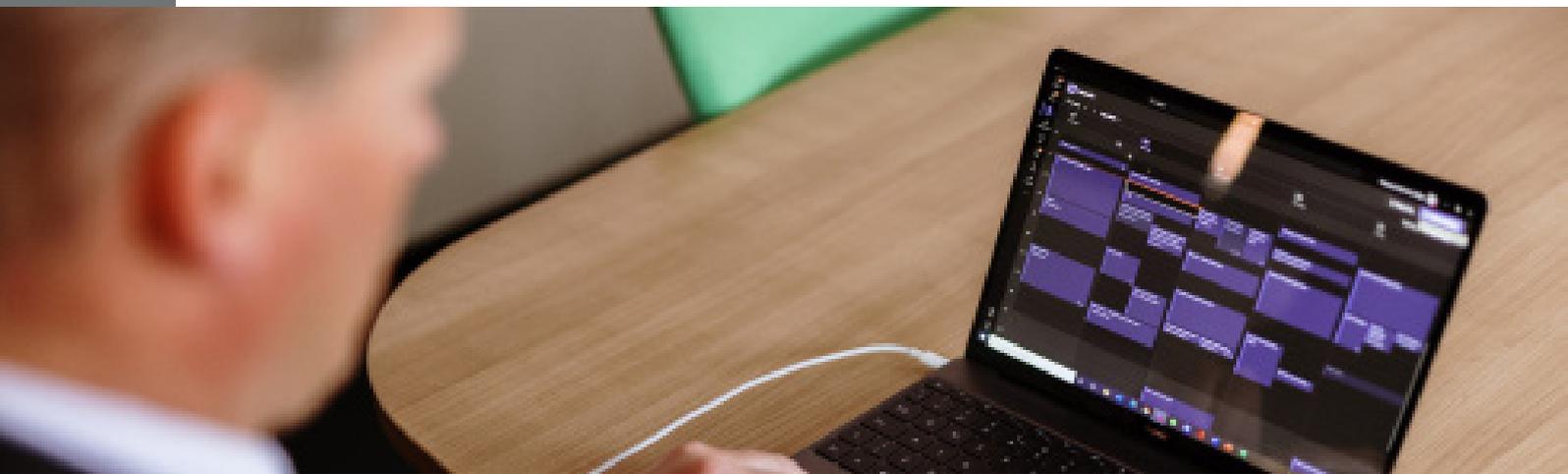
We feel listening to the views of both staff and students is key and therefore we regularly conduct staff surveys to establish individuals views on working at the College and use this as a catalyst for making improvements.

### Benefits and Additional Information

We recognise the hard work and dedication of our staff in their commitment to improving the life chances of young people in the community we serve. The employee benefits on offer at the College are reflective of a culture which recognises talent and rewards outstanding commitment to our aims and objectives.

We are proud to offer our staff members these benefits:

- **Staff induction** - All employees joining the College are provided with a fully supported induction period
- **Generous pension scheme** - Employees can join the Local Government Pension Scheme (LGPS) and Teachers' Pension Scheme. Both schemes offer generous employer contribution rates
- **Employee Assistance Programme** - The College provides an independent free helpline which is available to all staff and their families which provides confidential advice on a wide range of issues including personal, relationships, medical, financial, legal etc. In addition, the College has in house counsellors who will meet staff face to face where requested
- **Cycle to work scheme** - Our salary sacrifice scheme enables employees to pay for a bicycle through payroll and save on tax in the process
- **BHSF Health Care Cash Plan** - Through a salary deduction cash plan, employees are able to access healthcare treatment and claim back money from their bills. The cash plan includes 24/7 GP and counselling telephone services and cover for up to four children (under the age of 18) on the policy
- **Gym memberships** - The College has an open access gym that staff can use before and after the College day. Employees at the College can also access discounted membership at the local Hull City Council gyms



- **IT products** - Employees can access the full suite of Microsoft software free of charge to use on personal devices
- **Equality, diversity & inclusion** - The College is inclusive and embraces diversity
- **Staff development** - We have a strong commitment to providing training and development in and beyond your current role. We invest substantial time and money in our staff development provisions
- **Family friendly policies** - The College adopts occupational Maternity, Paternity and Adoption pay policies from the Sixth Form College's Association

By joining Wilberforce Sixth Form College you will be supported through your professional employee journey, encouraged to develop and given opportunities to thrive!



## Apprentice Digital Content Creator

As an Apprentice Digital Content Creator you will be working as part of the College's Marketing & Liaison Team which consists of:

- 1 Marketing & Liaison Manager
- 1 Marketing Officer (Liaison & Events)

In this role, you will assist in managing the College's social media accounts, develop creative content and analyse performance to help grow the College's online presence. You will assist the Marketing & Liaison team in creating compelling stories that resonate with audiences across multiple platforms.

The successful candidate will work closely with our team to support our digital presence and will assist in creating and scheduling content that highlights the College aims:

- Outstanding Experiences
- Outstanding Progression
- Outstanding Outcomes

The postholder will be required to complete a Level 3 apprenticeship programme within an 18 month period. During this time you will be based at the College for 4 days per week and will attend the training provider for 1 day per week. In addition to the support from the apprenticeship programme the candidate will be supervised and supported by the College's Marketing & Liaison Team.

The successful candidate will be joining a forward thinking and progressive College which focuses on delivering high quality education within the local community.



## Job Description

**Job Title:** Apprentice Digital Content Creator

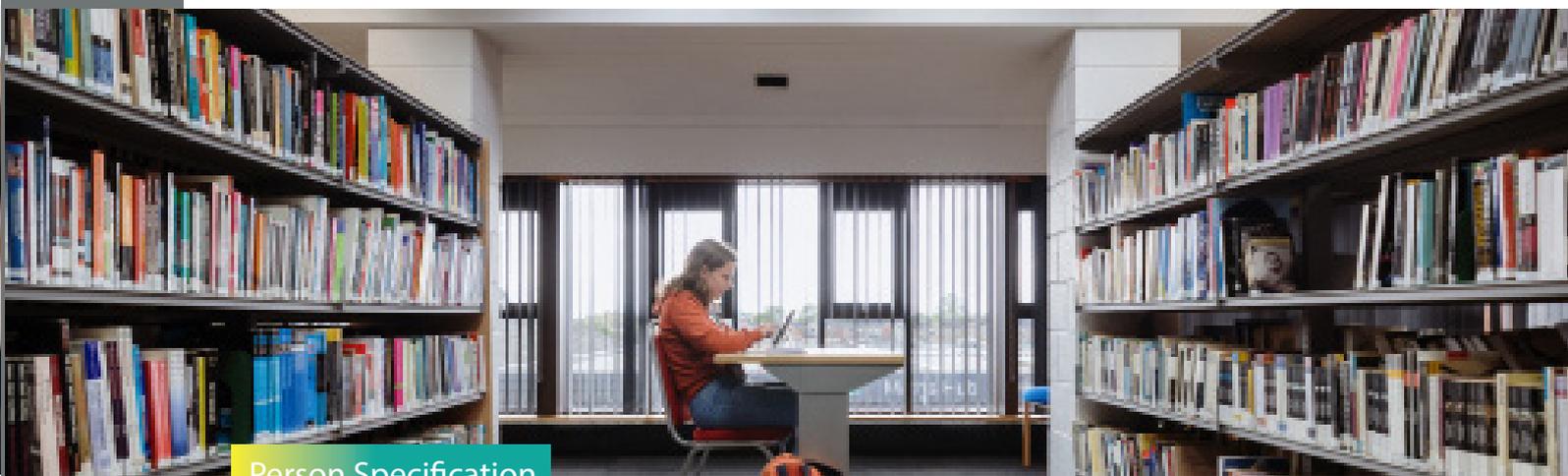
**Responsible to:** Marketing & Liaison Manager

**Role Description:** To provide support to the digital presence of the College and assist in creating and scheduling content that highlights the College aims.

This role requires the successful post holder to complete a Level 3 Apprenticeship.

### Main tasks:

1. Research, prepare and develop messaging to maximise audience engagement
2. Monitor social media channels for industry trends and engagement opportunities
3. Asset creation of graphics, reels and videos using Adobe suite, Canva and other digital tools
4. Capture organic content to promote the College on various platforms (including Instagram, TikTok, LinkedIn, Facebook)
5. Ensure the content and format of all digital marketing is in accordance with the College's brand guidelines
6. Write and create news, alumni stories and case studies to be used in various formats (print and online)
7. Update web pages with course information
8. Increase search engine optimisation (SEO)
9. Report on trends and engagement activity through META Business and Google Analytics
10. Continue to undertake staff development as appropriate
11. To perform other such duties as reasonably correspond to the general character of the post and are commensurate with its level of responsibility.



## Person Specification

	Essential	Desirable
<b>Qualifications and training</b>		
To complete a Level 3 Apprenticeship programme within an 18 month period.	✓	
GCSE English at grade 5 or above	✓	
GCSE Maths at grade 4 or above	✓	
Driving licence		✓
<b>Experience and knowledge</b>		
Experience in using all social media platforms	✓	
Experience of using creative desktop and mobile tools (Photoshop, Illustrator, InDesign, Premier Pro, Canva)	✓	
Knowledge of media production	✓	
Knowledge of creating website content using CMS software	✓	
Experience of working to deadlines	✓	
Knowledge of issues around confidentiality and Data Protection		✓
Experience of using Microsoft Excel		✓
Basic analytical skills with an interest in interpreting data related to performance		✓
<b>Skills and abilities</b>		
Strong interpersonal and organisational skills	✓	
Hard working and able to prioritise workloads	✓	
Good problem-solving skills and willingness to take initiative	✓	
Calm under pressure	✓	
Motivated and keen to learn new skills	✓	
Good telephone manner	✓	
Punctual and reliable	✓	
Professional attitude	✓	
Team player	✓	



## How to apply

Thank you for enquiring about the post of Apprentice Digital Content Creator at Wilberforce Sixth Form College. I hope the information in this pack encourages you to apply.

After reading through the details in the attached pack, please:

1. Complete an application form.
2. Include a statement in support of application in the space provided on the application form. This should outline why you feel you are suitable for this role. Please limit your statement to two sides of A4.
3. Complete the Safeguarding and Equal Opportunities forms.

Completed applications can be sent by:

- Post (or deliver) to:  
HR Office  
Wilberforce Sixth Form College  
Saltshouse Road  
Hull  
HU8 9HD
- Email to: [personnel@wilberforce.ac.uk](mailto:personnel@wilberforce.ac.uk)

You may send in a CV to support your application but you must still complete the application form in full.

The closing date for applications is at 9.00 am on Thursday 21 November 2024.

If you have any questions or queries, please contact the HR Office on 01482 711688 or [personnel@wilberforce.ac.uk](mailto:personnel@wilberforce.ac.uk).

### PLEASE NOTE

Due to the large number of applications we receive it is not possible to contact unsuccessful applicants prior to interviews being held. If we haven't contacted you within 28 days of the closing date you can assume that this time your application has been unsuccessful. We are unable to give feedback to those applicants who have not been shortlisted.