



**North East
Learning Trust**

**Communications & Marketing Apprentice
Head Office**
Applicant information pack

Communications & Marketing Apprentice

Required September 2021

Fixed Term Contract 18 months

Salary - £10,418 per annum

37 hours per week

At North East Learning Trust our ambition is to continually improve the experiences and outcomes for all the 7000 children across our ten schools. We look to achieve this by supporting each school we sponsor on a journey towards becoming outstanding both in the view of Ofsted and as judged by performance outcomes, enrichment opportunities and the day-to-day experiences of students as learners and of staff as our employees.

Our vision is simple and is shared across the North East Learning Trust family. It is that every child experiences excellence every day.

We have an exciting opportunity for a self-motivated, creative and enthusiastic individual who is interested in starting a career in Communications & Marketing. You will be supported in completing the Digital Marketing Apprenticeship – Level 3 and will gain experience in public relations, managing websites and press/social media handling and working to marketing briefs. You will be based at our Head Office located in Peterlee.

The successful candidate will:

- Have Maths and English qualification at grade 9-4 / A-C or equivalent.
- Be interested in the role that communication plays in an organisation and passionate about being an excellent communicator.
- Be creative and able to think 'outside the box'.
- Have good IT skills.
- Be keen to learn.
- Be self-motivated with a positive attitude.

We offer:

- Apprenticeship Level 3 in Digital Marketing.
- National Terms and Conditions of Employment (NJC Green Book).
- Local Government Pension Scheme.
- 31 days annual leave entitlement, plus public holidays.
- Employee Assistance Programme providing free confidential advice and counselling service 24/7 365 days per year.

Closing Date:

2nd August 2021 (noon)

Interviews will take place week commencing 9th August 2021.

How to apply:

Application packs can be downloaded from our website.

Letters of application should be no more than one side of A4 and should be returned with application forms to linda.shaw@nelt.co.uk or by post to Linda Shaw, HR Manager, Traynor House, Traynor Way, Whitehouse Business Park, Peterlee. SR8 2RU

Job Description

Post:	Communications & Marketing Apprenticeship (Digital Marketing Level 3)
Location:	Head Office
Responsible to:	Director of Communications & Marketing
Contract:	Fixed Term 18 months (whole year)

Job Purpose:

To learn and contribute to the provision of a communications and marketing service.

To assist with all aspects of the Communications & Marketing service including public relations, managing websites and press/social media handling and working to marketing briefs and instructions.

Duties and Responsibilities

- To learn and assist with:
 - Running websites and social media channels across the Trust schools.
 - Implementing and analysing search engine optimisation and search engine marketing strategies.
 - Implementing and analysing social media marketing strategies.
 - The preparation of news stories and content for websites, social media and newsletters including taking pictures and video clips.
 - The development/implementation of market research activities and evaluate the effectiveness of all marketing activity.
 - The development/implementation and analysis of marketing campaigns and advertising strategies.

General:

- To complete the Digital Marketing Apprenticeship – Level 3.
- To attend any in house training and college as and when required.
- To develop a good working relationship with colleagues.
- To work within North East Learning Trust's Vision, Mission and Professional Behaviours.

The duties and responsibilities highlighted in this Job Description are indicative and may vary over time. Post holders are expected to undertake other duties and responsibilities relevant to the nature, level and extent of the post and the grade has been established on this basis.

Health and Safety:

It is the responsibility of individual employees at every level to take care of their own health and safety and that of others who may be affected by their acts at work. This includes co-operating with the Trust and colleagues in complying with health and safety obligations to maintain a safe environment and particularly by reporting promptly and defects, risks or potential hazards. Specifically:

- To report any incidents/accidents and near misses to your line manager
- To ensure own safety and safety of all others who may be affected by the Trust's business

Safeguarding

The Trust has a Child Safeguarding policy and procedure in place and is committed to safeguarding and promoting the welfare of all its students, each student's welfare is of paramount importance to us and you are expected to share this commitment. All staff will fully comply with the Trust's policies and procedures, attend appropriate training, inform the Designated Person of any concerns, record any potential safeguarding incidents appropriately.

Person Specification

Communications & Marketing Apprentice

	Essential	Desirable
Education/Training	<ul style="list-style-type: none"> Maths and English grades 9-4 / A-C or equivalent A commitment to continuous professional development 	
Experience	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> Presenting material simply, clearly and creatively Some experience of Adobe
Skills, Knowledge and Aptitude	<ul style="list-style-type: none"> Interested in the role that communication plays in an organisation and passionate about being an excellent communicator. Excellent attention to detail Excellent communication skills both verbal and written Excellent organisation skills to prioritise workload and course work Good IT skills and some knowledge of Microsoft word and excel 	<ul style="list-style-type: none"> Basic photography skills Knowledge of search engine optimisation techniques Awareness of design trends Some awareness of digital platforms
Personal qualities	<ul style="list-style-type: none"> Creative and able to think 'outside the box'. Friendly and outgoing with the confidence to communicate with different types of people in person and online. Self-motivation Reliable Proactive Positive attitude Flexible approach Works well within a team 	

References:

Any relevant issues arising from references will be taken up at interview.

DBS and pre-occupational health:

The North East Learning Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Any offer of employment will be subject to receipt of a satisfactory DBS Enhanced Disclosure.

An enhanced DBS check and pre-occupational health check are an essential part of the selection and recruitment process.

Equal opportunities:

We are an equal opportunity employer. We want to develop a more diverse workforce and we positively welcome applicants from all sections of the community.

Applicants with disabilities will be granted an interview if the essential job criteria are met.