

Real Job

Real Training

Real Success

Role Profile - Apprentice Marketing Manager

The Apprentice will be appropriately supported during their Apprenticeship which will start at level 4 through to level 6 over a 3 to 4-year programme. The Apprentice will have some initial responsibility to deliver outcomes, given to the Apprentice around service tasks in line with the given role, and the Apprenticeship Standards. This will increase with the duration of the Apprenticeship building in specific work-based projects in the final year of the Apprenticeship. Supervisory or project management activity may also be required dependant on the role. The Apprentice will build on existing skills and develop new specialist skills through the duration of the programme. As the Apprentice will be responsible for the delivery of specific outcomes associated to the work allocated, they will be required to research and gather relevant information in line with the service area. This Apprenticeship is equivalent to a Bachelor of Arts degree and there is an expectation that the Apprentice will have English and Maths at level 2 prior to entering the End Point Assessment (EPA) process at the end of the Apprenticeship.

This Apprenticeship can be aligned to entry level roles with the requirement that the Apprentice undertakes and records 20% of their work time engaging with training or development related to the Apprentice role. Special project work may need to be designed to ensure that the Apprentice can evidence the requirements of the Apprenticeship Standards

Dependant on the type of Apprenticeship an Enhanced Disclosure and Barring Service process may be required (DBS check)

Standard - Higher Degree Apprenticeships Level 6 Marketing Manager

Department:	Communications
819.60	
Directorate:	Resources and Organisational Development
Apprenticeship contract length:	24 months
Hours:	37
Salary:	£24819.60
Location:	Oaklands, Haywards Heath.

Overview of the role:

The Apprentice Marketing Manager will, under supervision work on the development and implementation of Council-wide campaigns and communications to internal and external audiences, across all channels including traditional and social media.

You will work closely with the Head of Communications and colleagues from all departments to ensure a planned, sustained, integrated and measurable approach is taken to ensure the delivery of the Council's communications strategy. You will work across multiple departments to take Council initiatives and translate them into campaigns that stakeholders will engage with.

With support you will take a leading role in increasing performance of the Council's communications channels and engagement with Council initiatives.

You will craft and develop paid and organic media campaigns to support key campaigns and initiatives, working in collaboration with the PR & Marketing Assistant to ensure campaigns are integrated and planned out.

Principal duties and responsibilities:

With support and supervision this role will

- Develop and implement the operational marketing strategy, key marketing campaigns and stakeholder engagement plans to deliver against key business objectives
- Deliver data and evidence driven decision making through commissioning reliable research and/or identifying a strong evidence base to inform marketing strategies
- Track and report on marketing/communications data to inform senior management decision making
- Establish marketing goals based on campaign analysis, product/service performance and market forecasts
- Manage the marketing budget to develop cost-effective marketing plans
- Approves and oversees the creative development of a range of marketing materials/channels
- Manage the organisation's channels, including implementing an audience development plan to improve the strength of messaging to key stakeholders
- Manage relationships with key stakeholders to support marketing and communications delivery and corporate reputation, this may include briefing and managing external agencies or specialist marketing teams (e.g. digital) internally

Personal qualities:

Organised

Friendly personality

Punctual

Hard working and ambitious

Well presented
Excellent timekeeping
Confident
The post holder will be expected to:
To complete all required elements of the agreed apprenticeship training and attend any college or training events as directed.
To act in accordance with the council's Constitution and other Codes of Conduct.
To participate in staff development and training as appropriate and partake in individual and team meetings.
To comply with the council's agreed policies and procedures including but not limited to Health and Safety, and Equal Opportunities Policies, the Data Protection Act, Freedom of Information Act, Financial Management Regulations and other relevant Council and Government Regulations, Directives and City-wide priorities.
To undertake any other tasks, duties and responsibilities as directed and appropriate to the grade and role of the post subject to any reasonable adjustments under the Disability Discrimination Act 1995 as incorporated into the Equality Act 2010.
To participate in the wider development of the service and contribute to service improvement as required.

Person Specification

Higher Apprenticeship / Level 6

Requirements	ESSENTIAL
1. Personal Skills	<ul style="list-style-type: none"> • Excellent written and oral communication skills • A high level of self-motivation, personal drive and enthusiasm • Ability to work as part of a team and under own initiative • Flexibility and adaptability • Commitment to working in customer focused environment • Ability to organise and prioritise workload • Have attention to detail • Solution focussed

2. Experience	<ul style="list-style-type: none"> • Previous relevant work experience • Supervisory / leadership experience – desirable but not essential • Social group membership
3. Knowledge	<ul style="list-style-type: none"> • <i>Proficient in Microsoft Office packages</i> • Strong knowledge of social media platforms and the role of different media to engage and communicate with an audience
4. Special Requirements	<ul style="list-style-type: none"> • Willingness to attend additional training as appropriate
5. Education eg. qualifications, professional & specialised training, technical skills	<ul style="list-style-type: none"> • GCSE passes at Grades A – C in Maths and English or passes in relevant college entry numeracy/literacy tests • 3 A level Qualification D to A or relevant level 3/4 Apprenticeship • Other service specific training