

Job Description

Job Title	Content Creator Apprentice (Level 3)
Grade/Salary	National apprenticeship salary
Reporting to	Marketing & Communications Manager

Job Purpose

To support the development and delivery of engaging digital content across various platforms to promote our Trust and family of schools. With support, you will capture and communicate the Trust's values, achievements, and highlights through creative content.

Key Responsibilities and Accountabilities

Key Duties and Responsibilities

Content Development

- Research and gather ideas to support the planning and development of content.
- Assist in creating engaging content for use on social media, Intranet, and website.
- Ensure all content aligns with the Trust's branding and messaging guidelines.

Social Media Support

- Plan and schedule posts across our social media platforms (X and LinkedIn).
- Monitor the Trust's social media platforms for engagement and potential issues, flag concerns to Marketing and Communications Manager where necessary.
- Assist in creating a social calendar for the Trust and Trust schools.
- Engage with appropriate external accounts including Trust schools, partner organisations and suppliers to enhance our online presence and relationships.

Staff Intranet Content

- Generate ideas and create engaging, relevant content for our staff intranet (Employee Hub) to support internal communications.
- Work with departments across the Trust to source updates, announcements, and staff features.

Marketing Campaign Support

- Support the Marketing and Communications Manager with the planning and delivery of marketing campaigns and initiatives.
- Help create campaign-specific content and contribute ideas for messaging and promotion.

Event Coverage

- Support the capture of content at school and Trust events, including taking photos, video and sourcing student/staff testimonials.

Collaboration

- Work closely with school staff and the central communications team to source and share positive stories.

Website Updates

- Support website updates with fresh content and blogs.

Digital Asset Management

- Support the organisation and maintenance of a digital asset library (photos, graphics).

Performance Management and Review

- Objectives and professional development plans will be balanced between the Trust, personal and school-focused objectives and will be formally agreed with your line manager at the start of the review period. Ongoing support and monitoring will be provided through regular 1:1s, peer support, and external mentoring or CPD where required;
- The annual performance management process will be used to assess performance against agreed objectives and professional development plans in accordance with the Trust Policy.

Other Duties and Responsibilities

- Promote high standards of personal professional conduct in accordance with the Trust Employee Code of Conduct;
- Be aware of and comply with policies and procedures relating to child protection, health, safety and security, data protection and confidentiality, reporting all concerns to an appropriate person;
- Be aware of and support differences and ensure equal opportunities for all.
- Contribute to the overall vision and values of the Trust
- Appreciate and support the role of other professionals;
- Work effectively as part of team;
- Be prepared to provide additional support to the Central Trust or other schools of the Trust if required.
- Attend and participate in relevant meetings, as required;
- Participate in training and other learning activities and performance development as required;
- Treat all users of the Trust and its school with courtesy and consideration;
- Present a positive personal image, contributing to a welcoming work environment which supports equal opportunities for all;
- Be proactive in seeking appropriate advice and guidance where required;

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

Person Specification

			Assessed by:	
No.	Categories	Essential or Desirable	App Form	Interview or Task
Qualifications				
1.	5 GCSE's including English and Mathematics at Grade C/4 or above, or equivalent, or willingness to work towards.	E	✓	
Experience				
2.	Good IT skills, especially MS Office products (e.g. word, excel, outlook etc.).	E	✓	✓
3.	Previous experience in a social media or marketing role	D	✓	✓
4.	Experience of effective team working and relationship building.	D	✓	✓
Abilities, Skills and Knowledge				
5.	Strong written and verbal communication skills	E	✓	✓
6.	Basic understanding of social media platforms and digital content trends.	E	✓	✓
7.	Strong attention to detail and organisational skills	E	✓	✓
8.	Excellent communication and interpersonal skills	E	✓	✓
9.	Ability to handle sensitive information confidentially	E	✓	✓
10.	Willingness to learn and develop within the Marketing field	E	✓	✓
11.	Interest in a career in digital media or marketing	E	✓	✓
12.	Driving Licence	D	✓	
Personal Qualities				
13.	Suitable to work with children and young people.	E	✓	✓
14.	Resilience and high personal standards.	E	✓	✓
15.	Flexibility with a willingness to support and contribute to school/Trust events as required.	E	✓	✓
16.	Positive attitude to work and to working with others.	E	✓	✓