



Job Description

JOB TITLE:	Apprentice Social Media and Content Creator
SALARY:	National Living Wage £22,071.09
HOURS:	37
REPORTS TO:	Senior Digital Content & PR Executive
CAMPUS:	Slough & Langley College
JOB PURPOSE:	This role will contribute to the successful management of key marketing activities that drive the relevance and appeal of our propositions to future prospects. This role will also further develop and deliver a successful suite of marketing activities both internally and externally.

N.B. This job description is current at the date of issue. It will be reviewed annually and may be updated by the Principal.

The main duties and responsibilities of the post include the following:

Assist in shaping the marketing recruitment strategy that delivers integrated and targeted campaigns to specific audience groups, coordinating input from internal and external stakeholders.

Support and work with the wider Marketing Team to capture interactive and engaging content (text, photography and videography) for all college social channels, websites and course guides.

Support with growing individual social media channels for all Colleges to bring out their individuality and maintain content calendar and organic scheduling in line with wider marketing strategy.

Work closely with the marketing team to produce digital and print content and collateral.

Work with Senior Digital Content & PR Executive with Google analytics and social media insights.

Coordinate competitive analysis to identify interest and uptake for current and future services and benchmark against competitor colleges.

Assist with management of website updates and development working with external agencies.



Supporting wider Marketing team with ad hoc internal events including but are not limited to open days, taster days, internal progression events, graduation, heritage days.

Supporting the wider Marketing team on an ad hoc basis with external events which include but are not limited to school careers days/evenings, land-based shows, skills shows, UCAS/HE fairs.

The post may be based at one of the current College campuses, but the duties of the job may require the post holder to work remotely online should the situation require it.

It is the College's policy to establish and maintain a Risk Register and a Risk Management Policy. It is a condition of your employment that you become aware of these documents and that you follow the objectives and procedures of good risk management in your areas of work.

This post is exempt from the Rehabilitation of Offenders Act 1974. For further details on our policy on the Recruitment of Ex-Offenders can be found [here](#).

The post holder is required to have a commitment to:

- The continuing development and implementation of the College's Diversity & Equality Policy.
- The management of risk within the College
- The health and safety of staff, students and visitors in general and the College's policies and procedures in particular.
- The principles and procedures set out in the [College's Safeguarding and Child Protection Policy](#).
- The principles and procedures set out in the College's Data Protection Policy

October 2024



PERSON SPECIFICATION

Apprentice Social Media and Content Creator

	Essential	Desirable	Source of Evidence
EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS			
Level 2 English	X		AF
Level 2 Maths	X		AF
Level 2 ICT or relevant media or marketing-based qualifications	X		AF
EXPERIENCE			
Social media and content creation		X	AF/IV
Administrative Experience		X	AF/IV
Being comfortable working in a fast-paced environment with multiple deadlines	X		AF/IV
SKILLS, KNOWLEDGE AND ABILITIES			
Have a strong initiative towards creativity	X		AF/IV
Have exceptional attention to detail	X		AF/IV
Excellent Communication Skills both written and oral	X		AF/IV
Be trustworthy and reliable	X		IV
Be dedicated to continuing professional development, willing to learn new skills.	X		IV
Have exceptional organisational skills	X		IV

KEY:

Evidence of all of the elements marked AF or AF/IV must be present in the application form in order to be shortlisted for an interview

All of the elements marked IV will be assessed at interview.

All of the elements marked AF/IV will also be assessed at interview.

All or some of the elements may be assessed by the Test/Presentation