

Job Description

JOB TITLE:	Social Media & Marketing Administrator (Apprentice)
GRADE:	Apprentice
REPORTS TO:	Senior Digital Content & PR Executive
CAMPUS:	Based at the Slough & Langley College campus but may work across all campuses
JOB PURPOSE:	This role combines digital content creation with core administration to support College marketing initiatives. The apprentice will gain hands-on experience in content production, campaign tracking and administrative workflows, ensuring marketing operations run efficiently while satisfying the Level 3 Business Administrator standard.

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

Main Duties

1. Digital Content Creation & Channel Management

- Capture engaging multi-media content (text, photo, and video) for use across College social media platforms.
- Maintain content calendars, schedule posts and monitor daily engagement across active channels.
- Ensure all digital communications comply with GDPR, copyright laws, accessibility standards and internal policies.

2. Marketing Administration & Financial Support

- Support the team by managing digital asset libraries, drafting correspondence, and logging administrative updates.
- Assist with financial administration, including raising purchase orders, processing invoices and monitoring budget logs.

- Act as an administrative point of contact for internal teams and external suppliers while professionally responding to digital public enquiries.

3. Event Coordination & Data Reporting

- Coordinate administrative arrangements, equipment and resources for internal and external events (e.g., Open Days and recruitment fairs).
- Gather and extract data from Google Analytics and social media platforms to help compile monthly performance reports.

4. General Duties

- Actively participate in training and personal development required to achieve the Level 3 qualification.
- Promote a teaching, learning and working environment that is free from discrimination, harassment and bullying and where all students and staff feel safe to express their individuality.
- Be responsible for safeguarding and promoting the welfare of students.
- Maintain student morale and discipline within the college site.
- Through CPD ensure you keep up to date with relevant industry and academic development.
- Conduct yourself whilst undertaking college duties within the parameters of the Group's values.
- Any other duties commensurate with the level of responsibility within the Group.

NOTE

This post is not exempt from the Rehabilitation of Offenders Act 1974. For further details on our policy on the Recruitment of Ex-Offenders can be found [here](#).

PERSON SPECIFICATION - Social Media & Marketing Administrator (Apprentice)

	Essential	Desirable	Source of Evidence
EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS			
L2 English.	X		AF
L2 maths.	X		AF
Commitment to achieving the Level 3 Business Administrator qualification.	X		AF / IV
EXPERIENCE			
Demonstrable experience of creating digital content for a defined audience across photo, video, or written content (personal, paid, or voluntary).	X		AF / IV
Demonstrable experience of organising tasks, maintaining records, managing schedules, supporting events or coordinating activities, gained through employment, education, volunteering or other relevant experience.	X		AF / IV
Direct exposure to running paid social media, managing ad budgets, or ad campaign tracking.		X	AF / IV
SKILLS, KNOWLEDGE AND ABILITIES			
Demonstrable ability to develop engaging and appropriate digital content for a specified audience, supported by examples of previous work.	X		AF / IV
IT proficiency across MS Office / Google Workspace software with willingness to learn marketing software.	X		AF
High attention to detail, strong written communication and organisational / multi-tasking skills.	X		AF
Reliable, punctual, proactive and adaptable approach to work with receptiveness to feedback.	X		IV
Ability to act as a professional liaison for internal stakeholders, suppliers, and digital public enquiries.	X		IV
Working knowledge of social media reporting tools (e.g., Google Analytics) and channel analytics.		X	AF / IV
Understanding of GDPR, copyright laws, accessibility standards, and professional social media compliance.		X	AF / IV

KEY:

- Evidence of all the elements marked AF or AF/IV must be present in the application form to be shortlisted for an interview.
- All the elements marked IV will be assessed at interview.
- All the elements marked AF/IV will also be assessed at interview.
- All or some of the elements may be assessed by the Test/Presentation.