

Job Profile comprising Job Description and Person Specification

Job Description

Job Title: Marketing & Administration Apprentice	Grade: Apprentice Scale (2 nd Year)
Section: Lifelong Learning	Directorate: Children's Services
Responsible to following manager: Work Based Learning Manager	Responsible for following staff: N/A
Post Number/s: RWCLLT1	Last review date:

Working for the Richmond & Wandsworth Better Service Partnership

We're Richmond & Wandsworth Better Service Partnership, the shared public service team for Richmond and Wandsworth Councils. Like any local authority, our role is to deliver the agenda of our elected members on behalf of the people who live and work in our part of the world. We deliver key services to our communities including social care, public health, children's services, housing and regeneration and environmental and community services.

Our joint workforce creates efficiency and resilience by bringing more creativity to the way we work, more objectivity and adaptability too, helping us deliver better services for all our residents.

We're here to help our communities thrive in a changing world, and to be there for the people who need us most we believe we need to keep adapting. That's why, at Richmond & Wandsworth Better Service Partnership, you'll be at the forefront of innovation in local government, and we'll invest in you and offer you opportunities to grow in a way only our unique organisation can.

Job Purpose

Wandsworth Council's Lifelong Learning Service (WCLL) is part of the Council's Education Division in the Children's Services Department. It is responsible for the delivery of education and training programmes across the borough. This includes provision for young people and adults.

We are looking for a confident, computer literate team player who will support with marketing and administrative duties across our community learning, accredited learning, apprenticeships and work experience programmes.

Assist the Head of WCLL and WBL Manager in maintaining timely, engaging, and relevant content on all WCLL websites to meet business needs.

To support with uploading of all content to agreed social media outlets aligning message with website and other marketing initiatives.

The post holder is also expected to develop a good understanding of the Council's priorities for residents, particularly in relation to supporting skills for life and work.

Specific Duties and Responsibilities

- Working in conjunction with the WCLL Head of Service, WBL Manager and LL Administrator to review and update WCLL website content in a timely manner ensuring the aesthetics of the web sites and all WCLL on-line presence follow brand guidelines.
- Contribute to the LL marketing plan, delivery and evaluation of strategic marketing and communication activities.
- As required work with the WBL Manager and LL Administrator to create new website functionality, or new areas within the existing websites as necessary.
- Responsible to the WBL Manager to source and post regular social media content across agreed outlets.
- Working proactively to establish regular communication with key contacts in WCLL and Wandsworth Council Comms and Design teams.
- To receive content and feedback from key contacts to develop the key areas of WCLL websites ensuring that it provides accurate and up to date information for all users.
- Working in conjunction with the WBL Manager to upload to the appropriate website, copies of the WCLL Course Guide and any other key literature as required.
- Use Canva products to perform some photo and video editing duties
- Provide statistics and reports regarding WCLL and BEST website online activity on a regular basis.
- Support and manage the catalogue of offline and digital marketing
- Be willing to support any ad hoc need or request that the WCLL has in its endeavours to communicate via online methods.
- Supporting external events and preparing all literature and materials needed.
- Support administration team as/when required with enrolments and support with reception duties when required.



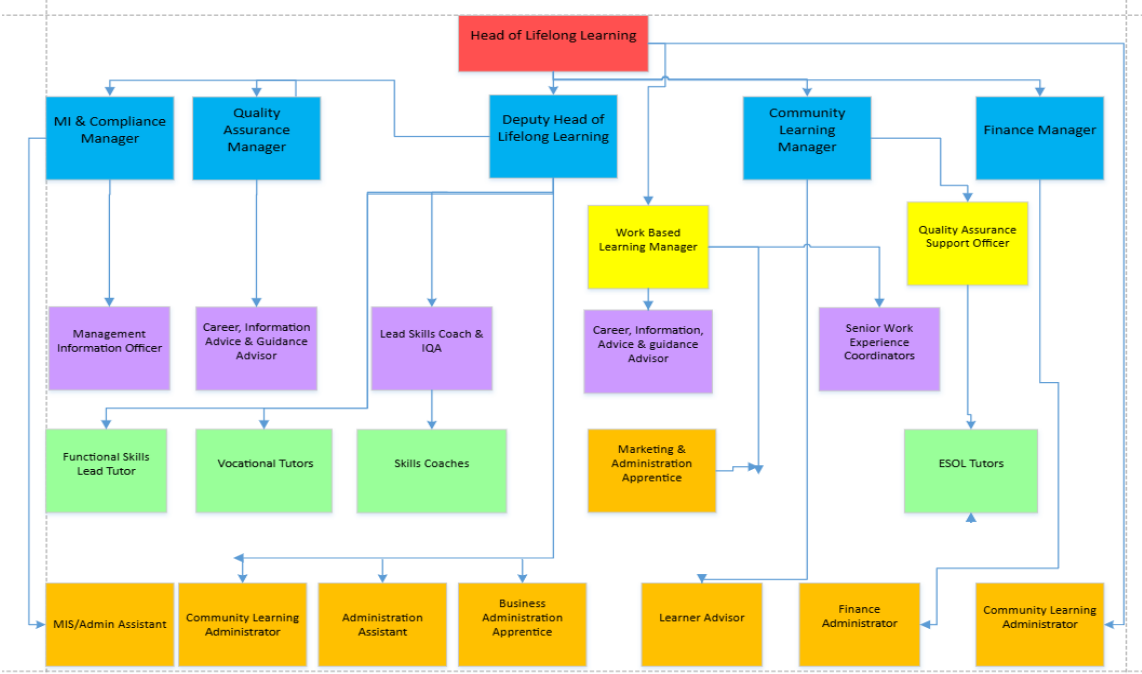
Generic Duties and Responsibilities

- To contribute to the continuous improvement of the services of Richmond & Wandsworth Better Service Partnerships.
- To comply with relevant Codes of Practice, including the Code of Conduct and policies concerning data protection, handling complaints and health and safety.
- To adhere to security controls and requirements as mandated by Richmond and Wandsworth procedures and local risk assessments to maintain confidentiality, integrity, availability and legal compliance of information and systems
- To promote equality, diversity, and inclusion, maintaining an awareness of the equality and diversity protocol/policy and working to create and maintain a safe, supportive and welcoming environment where all people are treated with dignity and their identity and culture are valued and respected.
- To understand both Councils' duties and responsibilities for safeguarding children, young people and adults as they apply to the roles within the Councils.
- The profile is not intended to be an exhaustive list of the duties the post holder will carry out. Other reasonable duties commensurate with the level of the post, including supporting emergency and priority situations, will form part of the role.

Additional Information

Working towards a Level 3 Multi-Channel Marketer Apprenticeship standard. This job description should be regarded as a guide to the duties required and is not definitive or restrictive in any way. The duties of the post may be varied from time to time in response to changing circumstances.

Team structure



Person Specification

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Our Values

THINK BIGGER

EMBRACE DIFFERENCE

CONNECT BETTER

LEAD BY EXAMPLE

PUT PEOPLE FIRST

Our Values are embedded across Richmond & Wandsworth Better Service Partnership and throughout all roles and responsibilities at all levels of the organisation. Please [familiarise yourself with our values](#) as they are an integral part of our recruitment and selection process.

Person Specification Requirements			Assessed by A/I/T/C (see below for explanation)
Knowledge	Essential	Desirable	Assessed
Strong organisational skills and ability to establish and develop robust administrative systems	Y		A/I/T
An understanding of the importance of equality and diversity and health and safety in the workplace		Y	A/I
Understanding the role of council services, particularly in relation to supporting skills for life and work.		Y	A/I
Experience	Essential	Desirable	Assessed
Previous administration work	Y		I/A

Good understanding of digital products: primarily Canva		Y	A/I
Understanding of social media channels, especially Facebook, Instagram, X and LinkedIn	Y	Y	A/I
A basic understanding of how to edit existing pages on WordPress, and create new ones	Y		A/I
Skills	Essential	Desirable	Assessed
Excellent standards of English spelling, grammar and punctuation	Y		A/I
Good interpersonal skills and the ability to foster and maintain collaborative relationships and sharing good practice	Y		I
Ability to manage own tasks and workload, with attention to detail	Y		I
Ability to work flexibly and co-operatively with colleagues in a team, asking for and giving support as needed	Y		I
Excellent communication skills, including the ability to take and give simple messages, to communicate effectively verbally and in writing with a range of stakeholders	Y		I/A
Enthusiastic, well-organised, good communicator	Y		I
Willingness to learn about various technologies and their use within WCLL	Y		I
Qualifications	Essential	Desirable	Assessed
GCSE English and Maths 9-4 (A-C) or equivalent	Y		A/I/C

A – Application form / CV

I – Interview

T – Test

C - Certificate