

London Borough of Bexley Job Description



Job Title:	Trainee Communications Support Officer Apprenticeship (working towards a formal qualification)
Management Team:	F&CS
Department:	Communications Team
Location:	Civic Offices, 2 Watling Street, Bexleyheath, DA6 7AT
Reports to:	Team Leader
Contract:	Fixed Term (2 years whilst studying towards level 3 qualification)
Salary:	B3
Hours:	36 hours per week
Qualification:	Multi-channel marketer

[Multi-channel marketer / Skills England](#)

The Communications Team have responsibility to support the Council's internal and external communication platforms. (This involves producing a Bexley magazine that gets delivered to every resident in the Borough; internal platforms on our intranet (call BHive), weekly updates and making best use of social media to raise awareness of our Borough.

The successful applicant will gain skills and experience in supporting the service with communications team. These will include producing accurate and innovative materials (including pictures, videos) to raise awareness with internal and external people of Bexley. You will initially work towards a Level 3 Multi-channel marketer.

Your qualification will be fully funded, and the ideal candidate will be supported with off the job time for studying. Once you have achieved the Level 3 qualification and assessed as Good or Excellent overall it is the organisation's aspiration that you will progress onto a higher apprenticeship qualification and gain full time permanent employment with the Council. Progression onto higher qualifications and more senior roles is an aspiration of the team providing work roles and ability are suitable.

This apprenticeship will ideally suit someone who has a keen interest in the Borough and would like to reach a wide variety of our residents ranging from the very young to our retired population. Full support will be given so the ideal candidate gains knowledge and experience in helping to promote and deliver the Council's communication services. In addition to enjoying working with pictures and videos, the applicant should have a keen interest in supporting people with the information they need to get the most out of the organisation and the Borough. A flare for technology and reaching all ages with innovative pictures, videos and words is essential for you to enjoy this role.

This opportunity will ideally suit you if you are keen to combine learning with working. The ideal candidate will aspire to deliver good quality services to the residents of our Borough. We are looking for applicants who are eager to learn and want to make a difference in their community.

Main purpose of the placement:

The opportunity to join our team will provide you with experience in all forms of communication (including original formats and new styles using the latest technology). You will receive good quality supervision with day-to-day support and assistance in a wide range of areas of work. You will also attend college as required and will be expected to undertake the relevant studies to achieve the formal qualification which is part of the Government's apprenticeship requirements.

Specific Tasks of the Apprenticeship

Under supervision, the apprentice will be expected to:

- Research and identify what residents might want to know
- Find a series of ways of reaching the widest of audiences to raise awareness around "what's happening in Bexley"
- Communicate to residents in a variety of ways to promote organisational services
- Learn how to capture live images and animations via photography and video captions and upload these onto platforms/apps that can be viewed by many
- Set up a photo and video library
- Be willing to produce material that is accurate, professional and accessible to all

Qualifications

Initially the candidate will work towards a level 3 qualification. Details of the qualification can be found on the following links:

[Multi-channel marketer / Skills England](#)

Job Activities:

The role of the apprentice is generic across the organisation. Our objective is to provide work-based learning which enables the ideal candidate to gain transferrable skills and become competent to a level 3 standard with the successful completion of the relevant qualifications to consolidate your learning. You will be closely supervised and will work in a flexible manner to deliver an efficient function for the service that you support. This is a work-based learning opportunity which allows individuals the opportunity to learn vital skills and behaviours required in the workplace whilst achieving a formal qualification.

Knowledge, Willingness to Learn: Person Specification

Education

Selection Criteria – Qualifications	Essential or Desirable	Method of Assessment
5 GCSEs at A-C/4-9 level including ICT, English and Maths (or equivalent)	Essential	Application form
2 A levels (or equivalent)	Desirable	Application form

Formal Training

Selection Criteria	Essential or Desirable	Method of Assessment
Level 3 Multi Channel Marketer Successful applicants must meet basic requirements to secure a place on the above qualification.	Essential	This will be organised by the organisation for the successful candidate

Experience, ability and commitment

Selection Criteria	Essential or Desirable	Method of Assessment
Demonstrate basic commitment and knowledge of the scheme and qualifications with a willingness to gain formal qualifications and on-the-job learning	Essential	Application Form/Interview
Ability to learn and adopt Council procedures and follow legislative guidelines in a professional manner whilst maintaining confidentiality and sensitivity at all times. This includes knowledge of General Data Protection Regulation (GDPR) and working with confidential information	Essential	Application Form/Interview

Selection Criteria	Essential or Desirable	Method of Assessment
Ability to learn and use ICT packages to input and manipulate pictures, videos and data, which will include Word, Outlook, Excel and relevant bespoke software. This includes the ability to learn new systems.	Essential	Application Form/Interview
Good written and verbal communication skills and the ability to pay attention to detail; be accurate with output and deliver a good level of customer service.	Essential	Application Form/Interview
Good organisational skills and an understanding of how to prioritise in order to meet deadlines	Essential	Application Form/Interview
Able to work remotely, unsupervised for part of the working week (once trained)	Essential	Application Form/Interview
Commitment to learn new things; keep updated with technology and be prepared to promote information in a variety of ways that will capture the widest of audiences.	Essential	Interview
Commitment to gaining a Level 3 qualification, attend college as required and meet qualification deadlines with an aspiration to challenge the norm and progress onto a higher apprenticeship if the opportunity arises.	Essential	Interview

Level 3 Trainee Communications Support Technician

Duties & Responsibilities

Level	Trainee Communications Support Technician Level 3 Multi-channel marketer / Skills England		
Approximate Duration	24 months	Up to 24 months	Once achieved Fully Competent
Grade	Level 3 Bexley 03		
Doing Knowledge	Learning on-the-job. Shadowing experienced officers. Supported and supervised regularly by line manager and/or buddy/mentor Resilience skills and an understanding of the service area. Working towards handling enquiries unassisted and delivering an acceptable level of customer service to all parties. Able to meet deadlines, proof-read and show ownership in specific areas in the team. Good written and verbal communication skills both at work and with college assignments. Work towards showing empathy to our residents and demonstrate good listening skills for both internal and external customers. An ability to follow and interpret organisational procedures and processes and aim to understanding Government legislation and funding guidance. Successful completion of level 3 Digital Support Technician qualification including End Point Assessment	Have comprehensive knowledge and understanding of the key objectives of the team and a good awareness of local government (including legislation and current funding guidelines). . Be able to perform tasks competently. Have a desire to learn more and step up to higher level of qualification and work. Be able to deliver excellent and effective customer service and understand the needs of both colleagues, educational establishments and residents. Show ownership of tasks; be able to plan and organise own workload both in work and with the qualification. Be able to handle enquiries without assistance and give the correct information within timed deadlines. Have good knowledge of the organisation's policies and procedures including data protection, equality and diversity, information governance and GDPR. Have good understanding of software systems, electronic filing systems and be unafraid to ask if things are not understood. Commit to the role and college, enjoy making a difference in the team and the lives of our residents. Be ambitious to challenge the norm, share innovative ideas and have a desire to progress into permanent employment or progression into more senior roles within the organisation. Ability to be part of a productive working environment where staff are clear about expectations.	

