



Job Description

JOB TITLE – Digital Marketing and Social Media Apprentice

Job Details	
Grade	GRA
Number of Posts	1
Department	
Reporting to	Apprentice Co-Ordinator manager/ Team Manager

Who Are We?

We are Birmingham Children's Trust.

'Working Together to make Birmingham the greatest city to grow up in.'

The sole purpose of Birmingham Children's Trust is to make a positive difference for children, young people and families in the city, by driving up the quality of practice and partnerships across the city and its services.

Every employee from Family Support and Social Workers to Finance and Legal, work together to make a positive difference to children, young people and families. We are one team, and each have an important role to play in achieving the Trusts objectives.

Birmingham Children's Trust Leadership team comprises of six Executive Directors who are responsible for leading and managing the Trust to be an autonomous and high performing organisation.

Our Vision:

Our vision is to build a Trust that provides excellent social work and family support for and with the city's most vulnerable children, young people and families.

We will do this:

- with compassion and with care.
- through positive relationships, building on strengths.
- in collaboration with children, young people, families and partners.
- by listening, involving and including.
- in ways that are efficient and deliver value for money.

Success will mean significant progress towards these outcomes:

- healthy, happy, resilient children living in families.
- families able to make positive changes.



- children able to attend, learn and achieve at school.
- young people ready for and contributing to adult life.
- children and young people safe from harm.

Our Values:

ONE TEAM

ACCOUNTABILITY AND RESPONSIBILITY

QUALITY AND INNOVATION

RELATIONSHIPS

HIGH SUPPORT HIGH CHALLENGE

Overview of the role:

Produce and create digital content (text, images and video) across all digital platforms, including the Children's Trust Website and Intranet, and Trust social media account/s

Create content and channels of communication that connect with a range of stakeholders including children, young people and families

Monitor and evaluate, promote and contribute to content for website and intranet

Ensure our digital content is high quality, on brand and meets technical best practice.

Key Responsibilities:

- Understand and report on emerging trends in digital content, explore and recommend how these innovations can be applied to benefit the Children's Trust services.
- Support the development of the Children's Trust social media presence across all platforms and keep content up to date and relevant
- Promote services, offers and events internally and externally using a range of creative and digitally enhanced communication methods, including video, podcasts, and social media
- Support specific marketing campaigns relevant to your service area, providing communications and messaging advice and recommendations and designing interesting content for website and intranet
- Support the development of proposals, options and recommendations for the Trust's social media presence (Facebook, Twitter etc.) to effectively support the purpose of the Trust and its services and implement accordingly based on approved strategy



- Regularly capture and develop new stories, pictures, videos and narrative to actively promote and support the Trust's objectives and its services in a joined-up way.
- To support cultural change within the Trust through the use of effective and innovative communications supporting and reinforcing the Trust key messages both internally and externally
- To work effectively with other teams in and outside the Trust as part of a collective effort.
- Develop and maintain effective relationships with the Trust service areas and Leadership to ensure good communications with all concerned.
- To work with target audiences to understand 'user journeys' to enable adjustment of content based on feedback.

Key Information

Is a Safeguarding Check needed? (*DBS and Experian background checks*)

Dropdown Options:

Not Required

Not required

Or

	Children	Adults	Children and Adults
Basic			
Enhanced			

Will this position have Line Manager Responsibility?

Dropdown Options:

Yes

No



Person Specification

Essential Criteria		
Method of Assessment (M.O.A): AF = Application Form; E = Work Based Exercise; I = Interview; P = Presentation; Q = Qualifications		
CRITERIA	ESSENTIAL	Method of Assessment (M.O.A)
Qualifications	To be willing to work towards, a relevant apprenticeship qualification.	AF, I & T
Qualifications	Be able to demonstrate and to pass assessments, prior to being accepted to the apprenticeship programme, displaying a level of competence that would demonstrate successful completion of the English and Maths requirements for this course.	I & T
Experience	Have an interest and understanding in the apprenticeship role applied for.	AF & I
Experience	Experience of using IT for a range of office functions, e.g. Microsoft Word/Excel/PowerPoint/Microsoft Teams.	AF, I & T



Skills	Willingness to support meetings and take an active role, in accordance with the apprentice role applied for.	AF & I
Skills	Ability to communicate effectively both orally and in writing, where maintaining confidentiality is paramount.	AF, I & T
Skills	Attention to detail with an ability to work accurately e.g. literacy and numeracy.	AF, I & T
Skills	To develop the skills to work on own initiative with a pro-active approach to all tasks to ensure business objectives are met.	I & T
Skills	To learn and understand relevant legislation/policies and their implications for the Directorate (e.g. FOI, Data protection Act).	I & T
Skills	To develop the skills to work flexibly as part of a diverse team environment, providing cover when needed to ensure continuity of service provision, and to develop the skills the ability to multi-task to cover other roles within the team.	AF, I & T
Skills	An ability to fulfil all spoken aspects of the role with confidence using the English Language as required by Part 7 of the Immigration Act 2016	I

At Birmingham Children's Trust, we are dedicated to safeguarding and promoting the welfare of children and young people. We expect our staff to create an environment and culture that promotes equality, diversity, and inclusion and advocate for anti-discriminatory practices and behaviours.