

Marketing Assistant Apprenticeship

This is a full-time role at 37 hours to commence as soon as possible

Salary: £3.90 per hour

We currently have a vacancy for an Apprentice Marketing Assistant to work within our Apprenticeships Department and our School Liaison Team. The apprenticeship offered is a Digital Marketing Apprenticeship at Level 3 and will run over 18 months, and both work and studies will be based at Portsmouth College.

The successful candidate will require excellent organisational and administration skills, have outstanding attention to detail, be I.T. literate and have high levels of emotional intelligence. They will have the ability to work under pressure and to have excellent communication and interpersonal skills. They should also be reliable and have the ability to work with sensitivity and humour and to provide high level customer service to partners, employers and apprentices.

The successful candidate will be required to undertake an enhanced Disclosure & Barring Service check.

If you require any further details about this post, please do not hesitate to contact the HR Department on 02392 344400.

JOB DESCRIPTION

PRINCIPAL RESPONSIBILITIES / DUTIES

Marketing is a key function of the College. The model of marketing that the College adopts is distributed across key areas of:

- Corporate Marketing
- Adult Education
- Global Engagement
- Apprenticeships
- School Liaison

The Marketing Assistant will need to work in a team across the above areas, primarily marketing Apprenticeships to external audiences including and not limited to employers, partners, stakeholders and current and prospective apprentices. You will be responsible for marketing four out of the five apprenticeship pillars, these cover:

- Business
- Education
- Childcare
- Sport

You will need to take an active role in the coordination and implementation of the marketing programme within the Apprenticeship Team as well as assisting with the School Liaison Team with their marketing activities. Creativity will be key!

KEY ACCOUNTABILITIES

1. Help plan and implement the Apprenticeship marketing strategies and campaigns
2. Effective online promotion of Apprenticeship programmes
3. Support for School Liaison Department

KEY RESPONSIBILITIES

1. Help plan and implement the apprenticeship marketing strategies and campaigns, in line with the College's marketing campaigns and strategies and any major events. This will involve helping to develop a marketing strategy aligned with the main College approach
2. To support in the design and production of apprenticeship marketing literature, for example course information sheets, infographics, course flyers, general flyers, posters, prospectus, newsletters etc ensuring that they adhere to the College's corporate brand
3. To manage the apprenticeship social media platforms: Twitter/Facebook/ Instagram and LinkedIn
4. To develop and manage the online apprenticeship newsletter
5. To create blogs and monitor and support the apprenticeship team to create blogs
6. To help at apprenticeship marketing and events, to include occasional evening and weekend activities
7. To be available to take photographs and film at a range of apprenticeship and college events and write articles on these events.
8. To assist with the monitoring and upkeep of the apprenticeship website
9. To monitor and order apprenticeship merchandise
10. To creatively design campaigns around specific events such as the national apprenticeship week
11. To assist the School Liaison Team in preparing the full range of resources required for liaison events in conjunction with school liaison representatives
12. To support staff in the development of their marketing skills, such as using social media effectively.

GENERAL RESPONSIBILITIES

1. To provide a high level of customer service to students, staff and visitors
2. To fulfil your duty not to discriminate against students or potential students or staff

3. To assist in the promotion of positive attitudes towards diversity and foster good relations between different people throughout the organisation
4. To comply with the College Equality, Diversity and Inclusion Policy
5. To understand and adhere to the duties and responsibilities arising from College policies and procedures relating to safeguarding and child protection
6. At all times, challenge student who are not displaying ID badges and ensure appropriate interventions are in place for those who persistently do not adhere to this requirements
7. Participate in relevant College quality assurance procedures, including performance review, professional development and the departmental self-assessment review process
8. Comply with the College Health and Safety Policy and take responsibility for your own health and safety and that of other users of the College premises
9. Any other duties as may be reasonably allocated from time to time by the Principal.

PERSON SPECIFICATION

Listed below is a person specification for this post. Candidates are invited to provide evidence of the qualification, experience, qualities and skills listed.

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> ● GCSE English and Maths (or equivalent) 	<ul style="list-style-type: none"> ● IT qualifications to show competency in IT ● Qualifications in Marketing ● Appropriate professional qualification to at least level 3 or working towards
Experience	<ul style="list-style-type: none"> ● Proven ability to meet targets and work to deadlines ● Experience in the use of MS Office Suite including Microsoft Word and Excel ● Proven ability to work individually and in a team 	<ul style="list-style-type: none"> ● Experience of developing and implementing projects and strategies ● Experience of using marketing software ● Experience in marketing and employer engagement in the education sector ● Knowledge of FE curriculum practices ● Knowledge of Apprenticeships
Skills	<ul style="list-style-type: none"> ● Ability to work with a variety of external organisations ● Effective organisational and administrative skills 	

	<ul style="list-style-type: none"> ● Problem solving skills and the ability to manage own workload and action opportunities ● Ability to communicate effectively at all levels ● Good interpersonal skills ● Willingness to participate in training 	
Interpersonal Skills	<ul style="list-style-type: none"> ● Flexible and committed to engaging with partners to meet targets and deadlines ● A proven commitment to safeguarding, prevent, and promoting the welfare of children, young people and vulnerable adults ● A proven commitment to equal opportunities ● Be available to attend events outside of normal working hours when required (e.g Open Evenings) 	
Other attributes	<p>Applicants should be:</p> <ul style="list-style-type: none"> ● Enthusiastic about their role and working with 16-25 year olds ● An effective team member who is collaborative ● Self-motivated and show initiative ● Keen to establish the highest possible standards ● Equality and Diversity aware and actively promotes E&D fully ● Able to problem solve and stay calm ● Reliable, professional and trustworthy, and a good college ambassador ● Approachable and welcoming ● Well organised with very good time management skills ● Self-aware, emotionally intelligent and shows intelligent kindness ● Set and achieve challenging personal targets ● Have a sense of humour and enjoy their work and encourages fun ● Be prepared to make a contribution to whole college events and activities ● Curiously smart – develops new ideas, sees problems to solve ● An ability to work flexibly at busy times of the year. 	
Availability		As soon as possible

Training Programme

During your apprenticeship, while you are working towards achieving your end point assessment, you will also achieve the following on-programme and vendor qualifications:

- Level 3 Award in Principles of Coding
- Level 3 Certificate in Digital Marketing Business Principles
- Dot Native
- Google Analytics

If you do not have the desired Maths and English qualifications at level 2 or above (grade 4/C) you will have to attend Functional Skills classes.

In order to successfully complete the end point assessment you will be required to complete the following activities:

- Portfolio
- Synoptic Project
- Interview

Your dedicated Portsmouth College tutor will support you in preparing for these activities.

Information about Portsmouth College

At the start of the 2006/7 academic year, Portsmouth College was just beginning a long journey to where we are today. With just over 650 16-18 year old students, a poor profile in the city, facilities much in need of a face-lift and student success rates which left a lot to be desired, things needed to change. Twelve years on, with the support of a brilliant team of staff and governors, as well as a wide range of great city partners, Portsmouth College has been transformed. This has since been reflected through the recent Solent regional Area Based Review (ABR) process from which Portsmouth College has emerged as a viable, resilient and robust institution, proudly continuing as an independent, standalone, high quality and innovative sixth form college.

Student Enrolment, Success and Progression

16-19 year old student enrolments are now over 1,400, having literally doubled in the last twelve years. With recent 15% growth, Portsmouth College is one of the fastest growing colleges in the UK in percentage terms. The College is now the first choice institution for the majority of 16 year olds leaving the city's state secondary schools. It has also begun to draw students in from the private sector, with students from the High School for Girls, Mayville High School and St John's College all now enrolled. It is also beginning to draw students in from farther afield; Fareham, Gosport and Isle of Wight based learners are all now attending.

We are well known for being a College which is filled with positive energy and which has a unique structure of the day: 9.55 am – 4 pm, in two blocks, for all lessons and no trapped time for students. Seven successive years of improvements in results have also played a big part in our growth. Record numbers of level 3 students were successful in their courses last summer and 47% of them achieved A* - B grades or their equivalent. Numbers of students progressing on to Russell Group and other top 30 universities have also increased significantly between 2011 and 2017.

We were graded 'good' in all areas by Ofsted in March 2017. In a glowing report inspectors said that the College was an institution where '*students flourish, become more confident, enjoy their studies and make good progress.*'

A Culture of Innovation

The College has continually sought to innovate over the last twelve years. This has been most obvious in the unique 'Curious and Creative Learning' project which has seen all students, teachers and student-facing support staff receive an iPad. These are being used to transform learning, teaching and assessment at the College.

The devices provide teachers with the technology to make lessons ever more interesting, up to date and engaging. They give students the chance to develop the independent research and digital literacy skills that are vital to their success at College and in the world beyond, and

which are much valued by leading universities and employers. The project continues to genuinely transform the way everyone works at the College. The College has also embraced the need to develop the employability skills of its learners, to help them progress successfully to further study and employment. The 'E6 Programme' provides all students with the opportunity to undertake work experience, volunteering placements, enterprise programmes, get more exercise and sign up for 'PEP' talks. These 'PEP' talks help students prepare for progression to either university or the world of work, with expert outside speakers running workshops. The enterprise programme sees interested students given the chance to develop their own small business ideas and put these into practice. Work experience is being arranged for students with a wide range of employers across the city. Students are also able to volunteer to help in a range of settings, most notably primary school classes, assisting with reading and maths. Students are offering life-changing one-to-one help in these contexts.

The College Sports Academy runs not only the traditional team sports in areas like football, rugby, hockey, netball and basketball, but also a range of exercise classes and individual participation sports such as Zumba, futsal, table-tennis and boxercise. The 'E6 Programme' is designed to equip students with the wider soft skills they need to succeed at university and in work. The programme also compliments the work the College is doing with local employers, through the provision of a growing range of apprenticeship frameworks. These are allowing students to 'earn while they learn'; spending four days a week at work and a day a week getting sector-specific qualifications in College.

This culture of innovation enabled Portsmouth College to win an Association of Colleges Beacon Award for the use of Technology in FE, 2017/18, effectively meaning we are the best College using hand-held technology with our students in the country! We were also shortlisted for the Times Educational Supplement Awards in the 'Best Teaching and Learning Initiative' and 'Outstanding Use of Technology', putting us in the top three nationally in both these categories.

Partnership Working

The backbone of the success of the last twelve years has been the genuine partnership working approach the College has adopted in all that it does. The Principal and all staff have worked hard to meet the needs of the local community whenever and wherever they have been able. The very close working relationship with the city's secondary schools is testament to this.

From simple changes such as holding our interviews in the evenings and at weekends so pupils don't miss lessons, through providing a specialist 'able and talented' programme for the highest achieving pupils in schools, to running revision workshops for year 11 pupils in the run up to their GCSE exams, the College always seeks to work in harmony with local schools. This work was given national recognition in 2017 when the College came runner up in the Sixth Form Colleges Association Community Impact Award.

More broadly the College is also well represented on a range of bodies, organisations and working parties across the city, it co-operates closely with Portsmouth City Council and is a member of the Portsmouth Education Partnership. It also has excellent relationships with the local authority, elected councillors and both local MPs. The ethos of the College is built around local, effective collaboration and it always seeks to meet the needs of the city.

2005 to 2018 has seen enormous change in the world of post-16 education. This has been more than matched by the changes at Portsmouth College. It is now a thriving institution, woven into the fabric of the city, embracing innovation, continuing to recruit ever more students and delivering better and better outcomes for them. The College now wishes to sustain, consolidate and strengthen its Ofsted grade of 'good' whilst continuously striving for excellence.

Summary of the terms and conditions of employment

- You will be employed on an apprenticeship contract for 37 hours per week, 52 weeks per year.
- 20% of your working time is allocated to your apprenticeship training and studies.
- The salary for this post is set at **£144.30** per week. Salary is paid monthly directly into a bank or building society account.
- This apprenticeship is temporary and its expected duration is 18 months.
- Your annual leave entitlement for this 18 month period is set at 33 days, plus bank holidays.
- Your hours of work will be Monday to Thursday 9.00 am and 5.00 pm and Friday 9.00 am to 4.30 pm, to include a 30 minute lunch break each day.
- As part of your working hours, you may be expected to work occasional evening, holiday or weekend working to undertake your duties.
- Sick leave is in accordance with the procedures and regulations for support staff, as laid down by Portsmouth College.
- The college is committed to safeguarding children, and therefore pre-employment checks will be carried out on the successful candidate including an enhanced DBS check
- This appointment is subject to a probationary period of up to six months. We view probation as a supportive process but if performance is not satisfactory it could lead to the termination of the contract.

6. Instructions for applying

Should you wish to apply for this position, please forward a copy of your current CV and letter of application to the HR Department at personnel@portsmouth-college.ac.uk Shortlisted candidates will need to complete a College Application form. This vacancy is also advertised on the Apprenticeships website: www.apprenticeships.org.uk

Key Dates

Closing date for applications – **10.00 am on Thursday 23rd May 2019**

Interviews will take place on the afternoon of Wednesday 29th May 2019

If you have any questions, please do not hesitate to contact the HR Department on (023) 9234 4400.