



Vision Business Support Services is a subsidiary company of West Nottinghamshire College.

Digital Marketing – Apprenticeship

VBSS21.77a

1. The Appointment

Are you looking to kick-start your career in digital marketing? Well, if you're interested in social media, content writing and marketing, we have an exciting position for you.

Vision West Nottinghamshire College is looking for an enthusiastic and motivated digital marketing apprentice to join their marketing team.

As an essential part of the team, you will be responsible for helping to deliver multi-channel marketing campaigns, creating and scheduling engaging social media content, improving the college websites and writing content for both digital and printed marketing materials.

Within the role, you will be helping to generate online applications from potential students of all ages. Working on projects that focus on key areas such as full-time, community and adult education, you will experience creating content that appeals to various audiences and with different goals.

You will report directly to the marketing campaigns manager and work alongside graphic designers, digital designers, PR officers and the learner engagement team.

Full training and support will be provided.

If sounds like the perfect role for you, then apply today!

You will be expected to embrace and embed the college's values; **Respect, Integrity, Collaboration, High Expectations and Responsibility.**

2. The Post

2.1 Main Duties and Responsibilities

- a) Updating and creating content for the college social media accounts - Facebook, Instagram, LinkedIn, Twitter and Google My Business.
- b) Writing content for the college websites and ensuring it is search engine optimised.
- c) Generating reports on campaign results, user behaviour, trends and demographics by gathering and analysing data from the website, tracking links, social media accounts and other digital channels.
- d) Liaising with department heads and tutors to create social media and promotional content to promote curriculum areas.
- e) Proofreading and editing printed collateral and web content.

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- f) Briefing and working with the digital design team to create social media graphics or videos.
- g) Contributing to campaign concepts and strategies.
- h) Supporting with the planning, writing, building and analysing social media advertising campaigns.
- i) Supporting in the delivery of targeted and seasonal campaigns across all channels.
- j) Creation of email marketing campaigns to support the learner engagement team.
- k) Working with the web team to optimise the website for search engines (SEO).
- l) Any additional marketing tasks when requested.

2.2 Other Responsibilities

- a) To uphold and promote all company policies and procedures, promoting those specifically applicable to this area of work, including the Equality & Diversity and Health & Safety policies and procedures and attend training as requested.
- b) To comply with all college standards and expectations, including college learner procedures and practices and safeguarding policy and practices.
- c) To keep up to date, so far as necessary, for the efficient executing of the job, with new legislation, procedures and techniques and attend relevant mandatory training.
- d) To be conversant with and participate in activities and developments at college, regional and national level which are relevant to the post.
- e) To present and promote an appropriate public image in representing the college group and its subsidiaries.
- f) To undertake any other duties as may reasonably be required commensurate with the post.

3. Skills, Qualities & Knowledge

	Essential	Desirable
Qualifications:		
English/Maths to at least level 2 (or willing to work towards)	✓	
ICT least level 2 (or equivalent)	✓	

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	Essential	Desirable
Experience		
Experience of using social media, content creation, scheduling and engagement across Facebook, Instagram, Twitter and Linked In.	✓	
Experience of working with websites		✓
Experience of working with cameras/photography		✓
Skills /Knowledge		
Demonstrate suitability to work with children and vulnerable adults including knowledge/understanding of safeguarding		✓
Confidence in dealing with data and numbers	✓	
Ability to confidently communicate both spoken and written	✓	
Ability to manage day-to-day workload and meet deadlines.	✓	
Knowledge of marketing strategy frameworks		✓
Knowledge of SEO, Google Analytics, Facebook Ads, Business Manager and Mailchimp		✓
Enthusiasm and drive to commitment	✓	
Proactive self-learner	✓	
Excellent attention to detail and a creative flair	✓	
Good IT Skills	✓	
Interpersonal and Communication skills	✓	
Qualities/Approach linked to college values		
Ability to work as part of a team and independently	✓	
Ability to get on with and respect people of all ages	✓	
Flexible and adaptable approach to work	✓	
Well organised	✓	
Positive attitude	✓	
Ability to articulate clearly and objectively	✓	

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	Essential	Desirable
The ability to remain calm in challenging situations	✓	

4. Position within the College

The post-holder will be part of the Communications, Engagement and Student Experience department.

5. Terms & Conditions

- a) The post is offered on a Vision Business Support Fixed Term Apprenticeship Contract for a period of 18 months and is subject to those terms and conditions.
- b) The salary will be £12,423.00 per annum (Trainee/Apprentice VBSS Scale).
- c) You will be entitled to 25 days leave, plus bank holidays and 4 concessionary days. Up to 5 days leave can be directed for efficiency closure.
- d) You will be required to work 37 hours per week on a flexible basis.
- e) The post holder may be located at any West Nottinghamshire College Group site and may be expected to travel as required. You will however be given reasonable notice of any change in your principal place of work and be fully consulted.

6. The Application

Individuals with the appropriate experience, qualifications and personal qualities are invited to complete an online application form by **5.00pm on Sunday 5th December 2021**.

www.wnc.ac.uk/vacancies

THE COLLEGE PROMOTES EQUALITY OF OPPORTUNITY AND WELCOMES APPLICATIONS FROM ALL SECTORS OF SOCIETY.

The college is committed to safeguarding and promoting the welfare of children and young people and expect all staff to share this commitment. All successful candidates are subject to a Disclosure and Barring Service check. The successful candidate will be required to pay for the DBS check themselves; the cost will automatically be deducted from their first salary payment. This is currently £44.

It is an offence for anyone who is barred from working with children, young people and or vulnerable adults to apply for this position.



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