**Role profile  
Content Creator Apprentice (Youth Employment and Opportunities)**

* **Grade:** 3
* **Business area:** Technical Education Work and Skills
* **Job title**: Content Creator Apprentice (Youth Employment and Opportunities)
* **Reporting line:** Education Work and Skills Digital Services & GMACS Strategy Lead
* **Team:** Youth Employment and Opportunities

**Job Purpose**

**Your impact:**

The purpose of the Content Creator Apprentice role is to support the Youth Employment and Opportunities team by planning and creating a range of engaging digital content for young people. In this role, you will contribute to our range of young person facing digital services, including GMACS and Curriculum for Life, helping to grow and share our helpful content and ultimately help Greater Manchester’s young people thrive.

**About the opportunity:**

As part of the Youth Employment and Opportunities Team, you will be working on a range of high-profile projects that are central to the Mayor’s vision for technical education and GMCA’s support offer for young people across the city-region. The Team is responsible for supporting young people across Greater Manchester to grow up and get on by helping them to explore their work and skills options.

**Key working relationships**

* Team members, managers, and staff within GMCA.
* Content partners including businesses across Greater Manchester.
* Young people who work with us to co-create and review our content.
* Other apprentices within GMCA.

**Key Responsibilities**

**Role specific responsibilities**

* Research and write content for our range of young person facing websites, interpreting briefs and researching key concepts.
* Create assets (for example, sharable images and videos) for our social media and website to market our content, ensuring adherence to brand guidelines.
* Upload content to our range of young person facing websites.
* Create and develop briefs for technical changes to our websites, or for content to be produced by other members of the team.
* Identify opportunities for increasing and improving our content by reviewing what we are currently doing.
* Evaluate and assess the quality of our current content, using data and research.
* Ensure all content is fully accessible and use best practice language when writing content.
* Ensure all content follows best practice Search Engine Optimisation (SEO) guidelines and undertake SEO research to see which content is performing best on search channels.
* Identify and recommend which channels and delivery mechanisms should be used for different pieces of content.
* Build effective working relationships, including with the broader YEO team, the Comms team, and working collaboratively across the directorate.
* Maintain and store data, records and documentation appropriately and in line with the General Data Protection Regulations.
* Accurately prepare documentation, communications and information including letters, emails, and records.

**Apprenticeship specific responsibilities**

* Undertake a pathway of studies and develop a broad range of knowledge, skills and behaviours within the requirements of the service to achieve a Level 3 Content Creator Apprenticeship Standard.
* Maintain regular contact with the appointed learning provider during the period of the Apprenticeship.
* Undertake off the job learning each week as agreed with manager and appointed learning provider.

**General**

* Develop trusted professional relationships within the organisation, practicing internal client management.
* Be committed to develop your own skills and expertise.
* Hold yourself and others to a high standard of professionalism at all times, demonstrating your commitment to our values and behaviours as well as ensuring service confidentiality is maintained throughout all we do.
* Ensure that your approach to your work and your colleagues is inclusive and supportive of a diverse workplace, and that any services you provide are inclusive and accessible.
* Ensure a positive and flexible approach to the variety of tasks and work patterns within the role.
* Work with other teams internally and externally to ensure integration and alignment is maximised and supporting on activity where appropriate ensure collaboration is maximised and support on activity where appropriate.
* Be accountable for ensuring the organisation is compliant with its statutory duties under legislation in the relevant field e.g., Employment Act, Equality Act, General Data Protection Regulations etc.
* Align your work to the Sustainability Strategy and ensure your work practices are inclusive of both these values and their strategic intent.

**NB: This list of duties and responsibilities is by no means exhaustive, and the post holder may be required to undertake other relevant and appropriate duties as required.**

**Knowledge, Skills, and Experience**

**Knowledge & Experience**

* Good standard of education including numeracy and literacy, GCSE or equivalent (essential)

**Desirable**

* Experience of creating written content, like blogs or articles.
* Experience of creating visual or audio social media content.
* Experience of delivering to set deadlines and changing priorities.

**Skills, Values & Behaviours**

* Good written and verbal communication skills, demonstrating good standards of accuracy and attention to detail.
* Ability to convey messages in a clear and compelling way, tailoring content according to the audience, with a good ear for the kind of content that engages young people.
* Desire to help young people find their place and thrive in Greater Manchester’s economy, and a belief in the power of content to support them to do this.
* Excellent people skills with the ability to work with a wide variety of individuals and groups both in person and remotely, as well as being an effective team member.
* Strong planning and organisational skills, with the ability to manage own workload, multi-task, exercise initiative and work to deadlines to achieve objectives, while being flexible to changing priorities.
* A high standard of integrity and ethics in all workplace interactions with the desire to maintain professional standards and honour personal commitments. This includes an understanding of and commitment to promotion of equality and diversity.
* Evidence of previous commitment to learning and/or employment, with a demonstrable commitment to their own personal development and a drive to constantly learn and research the latest techniques or changes in their field.
* The capacity to cope with challenges, pressures and setbacks, and the ability to navigate through difficult situations.
* Ability to use a range of Microsoft office applications, including Word, PowerPoint, Excel and Outlook.

**Corporate Duties**

*Do not behave in way which discriminates against your fellow employees, or potential employees on the grounds of their sex, sexual orientation, marital status, race, religion, creed, colour, nationality, ethnic origin or disability.*

*Safeguard at all times confidentiality of information relating to staff and pensioners. Refrain from smoking in any areas of Service premises.*

*Behave in a manner that ensures the security of property and resources. Abide by all relevant Service Policies and Procedures.*

***Records Management / Data Protection*** *- As an employee of the GMCA, you have a legal responsibility for all records (including employee health, financial, personal and administrative) that you gather or use as part of your work with the Service. The records may be paper, electronic, audio or videotapes. You must consult your manager if you have any doubt as to the correct management of the records with which you work.*

***Confidentiality and Information Security*** *- As a GMCA employee you are required to uphold the confidentiality of all records held by the GMCA, whether employee records or GMCA information. This duty lasts indefinitely and will continue after you leave the GMCA employment. All employees must maintain confidentiality and abide by the Data Protection Act.*

***Data Quality*** *- All staff are personally responsible for the quality of data entered by themselves, or on their behalf, on GMCAs computerised systems or manual records (paper records) and must ensure that such data is entered accurately and, in a timely manner, to ensure high standards of data quality in accordance with Departmental protocols. To ensure data is handled in a secure manner protecting the confidentiality of any personal data held in meeting the requirements of the Data Protection Act.*

***Health and Safety*** *- All employees of GMCA have a statutory duty of care for their own personal safety and that of others who may be affected by their acts or omissions. Employees are required to co-operate with management to enable GMCA to meet its own legal duties and to report any circumstances that may compromise the health, safety and welfare of those affected by the Service’s undertakings.*

***Service Policies*** *- All GMCA employees must observe and adhere to the provisions outlined in these policies.*

***Equal Opportunities*** *- GMCA provides a range of services and employment opportunities for a diverse population. As a GMCA employee you are expected to treat all employees / partners / members of the public and work colleagues with dignity and respect irrespective of their background.*