

Marketing Executive Apprentice

Service	Reporting to	Location	Grade	Salary	Hours
Communications Team	Communications and Campaigns Manager	Civic Centre, Swinton, Manchester	Apprentice	£23,857, rising to £24,544 after 12 months	36 hours per week

About the role

You are invited to join a dynamic, digital-savvy, audience-focused communications team helping to tell the story of how Salford City Council delivers more than 700 services to over 290,000 residents.

We are offering a new apprenticeship role to be part of our corporate communications team. It's an exciting opportunity and we're looking for enthusiastic and creative candidates who are eager to enhance their learning with practical experience that makes a difference to people in our city. We are looking for an enthusiastic individual with a relevant qualification or experience who is keen to continue developing their skills through a structured apprenticeship programme.

Your role will

- Produce effective and engaging content (photo, video, motion graphic) to support the council's communications strategy, and the campaigns within it.
- Report initially to the Communications and Campaigns Manager and support in the development of quality content, assets, and resources, which provide the highest possible opportunity for engagement across all audiences, and use data, insight, and evidence to give direction.
- Work as part of a team that is pivotal in ensuring the council's voice resonates with the multi-channel audiences, residents and communities who use council services.
- Support the creation of thoughtful, impactful and engaging marketing campaigns.
- Create videos for use across social media, web and other digital channels.
- Create quality photography which adds to the quality of council campaigns and other communications activities.
- Support on the creation of engaging motion graphics content.
- Ensure content, assets and resources support SMART objectives, KPIs and calls to action in individual campaigns that support key council priorities.
- Support the ongoing monitoring, evaluation and impact of key campaign activity to ensure they are on track and delivering to objectives.

Job code:
Job score:
Date of evaluation:

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- Contribute to the development of responsive, creative, engaging content to support key campaign activity and communications and public affairs activities.
 - This includes supporting on the complete process from planning and storyboarding, through to production, editing, delivery, posting and evaluation to create engaging content that is audience-specific for each of the authority's digital channels.
- Support the Digital and Creative team in the production of campaign assets and creative resources, assisting with the creation and adaptation of artwork for use across digital and print communications while helping to maintain the consistent application of the council's brand guidelines.
- Support the maintenance of equipment, software, and business involved in content creation, identifying where necessary tools to support the delivery of content creation priorities and help anticipate future demands.
- Develop content that is aligned to the council's Corporate Plan, communications priorities and corporate identity.
- Develop an understanding of how consistency is applied in all content to support council and place key messages, narratives and brand values to promote and uphold the reputation of the authority and Salford as a place, locally, regionally and nationally.
- Develop understanding of how messaging is developed for a diverse and segmented range of audiences across the organisation including staff, Equality, Diversity and Inclusion groups; community and voluntary organisations and wider public and partners.
- Develop understanding with statutory requirements for copyright, AI, accessibility, and GDPR.
- Learn what good practice content in the public sector looks like and how to achieve it.
- Maintain evidence of learning and workplace activity for the apprenticeship portfolio and take an active part in training, coaching and reviews.

Key outcomes

- Support the production of high-quality written and audio-visual content under guidance from the communications team.
- Content is accurate, accessible, inclusive, audience-focused and consistent with the council's brand and tone of voice.
- Allocated content activity is planned and coordinated effectively, with progress, risks and approvals recorded and communicated.
- Content is adapted appropriately across channels and formats to support engagement and campaign objectives.
- Legal, regulatory, ethical and organisational requirements are followed when creating, using, storing and publishing content.
- Content performance is reviewed using relevant data and feedback, with learning applied to future activity.
- Positive working relationships are developed with colleagues, stakeholders, contributors and partners.

- The knowledge, skills and behaviours of the Level 4 Marketing Executive apprenticeship are developed, evidenced and applied in the workplace.

What we need from you

- A genuine interest in communications, storytelling, digital media and creating content for different audiences.
- A commitment to complete, in full the apprenticeship course.
- Clear written and verbal communication skills, including good standards of spelling, grammar and attention to detail.
- Creativity, curiosity and a willingness to develop ideas, try new approaches and learn from feedback.
- An interest in creating written, visual, video and audio content, with a willingness to learn relevant tools and techniques.
- The ability to organise work, manage competing priorities and meet deadlines with appropriate support.
- The ability to work collaboratively, build positive relationships and communicate professionally with a range of people.
- An understanding of the importance of accessible and inclusive communication, or a commitment to develop this knowledge.
- An awareness of safe and responsible digital working, including data protection, copyright and consent, or a willingness to learn.
- Confidence using common digital tools, including Microsoft 365, email, the internet and social media, or the ability to develop this confidence.
- A willingness to use audience insight, analytics and feedback to improve content.
- A commitment to completing apprenticeship learning, maintaining a portfolio of evidence and applying learning in the workplace.
- An ability and eligibility to undertake and achieve the Level 4 Marketing Executive apprenticeship standard.
- We are looking for a graduate to join our team, who has completed a degree-level qualification, with the passion to continue to learn while growing their skills with practical work in a supported environment.
- Enthusiasm for our values of Pride, Passion, People and Personal Responsibility.

What we can offer you

Your ongoing professional development and success are important to us. You will receive a structured apprenticeship programme, workplace support and practical opportunities to build your skills across communications and content creation.

Professional development

- Enrolment on the Level 4 Marketing Executive apprenticeship standard.
- Protected learning and development activity in line with apprenticeship requirements.
- Practical experience of content planning, copywriting, visual and audio-visual production, publishing and evaluation.

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- Coaching, feedback and support from communications colleagues and your apprenticeship provider.
- Opportunities to build a portfolio of real workplace content and campaign activity.

Apprenticeship condition

It will be a condition of employment that you enrol on, attend and successfully complete the Level 4 Marketing Executive apprenticeship standard.

Online learning

Develop your knowledge across a wide range of areas through our Me-Learning platform, with over 200 free courses to choose from. To have the best possible start and comply with current legislation, you must complete the following modules: Welcome to Salford, Health and Safety in the Office, GDPR, Equality Essentials, and Safeguarding Children and Adults. You may also benefit from a variety of courses in categories such as Business Skills, IT and Project Management which are available to learn at your own convenience and pace.

A digital organisation

Developing your digital skills

Our ambition is to provide our workforce with the right level of digital capabilities needed to be successful. Whatever your current digital abilities are, we can provide development ranging from essential workplace skills to specialist workplace skills. These will be delivered through our Digital Skills Academy using both self-directed and guided learning opportunities to enable you to develop. Additionally, you can access free online courses through the [iDea](#) website.

Sharing your digital skills

Our goal is to support you to share your digital knowledge with other people. Our Digital Eagles programme has been designed to cover basic digital skills and build your confidence to assist others. By the end of this programme you will join hundreds of staff members who already are digital eagles, and be able to help colleagues, customers, residents, or people in your personal life with all things digital.

Our organisation's values

We have four values: Pride, Passion, People, Personal responsibility.

[Our four values](#) are central to the way we communicate about the council and the way in which we behave with colleagues, customers, and partners - so that we live and breathe our values each day.

Our values



Pride **Passion** **People** **Personal responsibility**

Application guidance

We are a values-based organisation so reflecting our values or a values-based approach in your evidence will support your application.

The different sections of this role profile are there to give you an understanding of the purpose of the role. The 'what we need from you' section outlines the minimum criteria you will need to meet within your application.