



Your job

Job Title: Multi-Channel Marketer Apprentice

Service: NW ADASS (Adult Social Care)

Grade: Apprentice Corporate Rate (NMW for age)

Reporting to: NW ADASS Programme Manager

Wigan Council are on an exciting journey and our vision, Progress with Unity, will allow us to strengthen the way we work to make Team Wigan a brilliant place.

NW ADASS is committed to supporting collaboration, innovation, and communication across Adult Social Care in the North West. As a Multi-Channel Marketer apprentice, you will play a key role in supporting our digital communications and engagement activities.

In this role, you will support the delivery of marketing and communications activity across multiple channels, helping to raise awareness of NW ADASS priorities, programmes, and events. You will work closely with colleagues and stakeholders to develop engaging content and maintain key communication platforms.

You will also be required to spend a proportion of your time undertaking a Level 3 Multi-Channel Marketer qualification and will gain a range of skills and experience whilst learning from professionals within the organisation.

Mandatory Statement

The Council is committed to complying with European General Data Protection regulations (GDPR) and meeting the requirements of the Information Commissioner's office (regulating data protection compliance in the UK). It is your responsibility to ensure that the work you undertake is compliant with the General Data Protection regulations.

Wigan Council is an active, strong, and committed corporate parent. As a priority, all employees have a responsibility towards the children we look

after and care leavers, not just those employed by the Children's Directorate.

In this job you will:

- Develop, maintain, and update the NW ADASS website, ensuring content is accurate, accessible, and up to date (aligned to Duty 6, S11)
- Create and deliver engaging content for multiple channels including website, newsletters, email communications, and social media (Duty 4)
- Plan, produce, and distribute the NW ADASS newsletter on a regular basis, including sourcing content and coordinating with stakeholders (Duty 7)
- Maintain and manage distribution lists, ensuring accuracy and GDPR compliance (Duty 8)
- Support the planning and delivery of digital communication campaigns to promote NW ADASS programmes and priorities (Duty 1 & 6)
- Monitor and analyse website, email, and campaign performance metrics to support continuous improvement (Duty 11)
- Work collaboratively with colleagues and partners to gather content and ensure consistent messaging and branding (K6, S5)
- Ensure all communications adhere to brand, accessibility, and content standard (K6 & K10)
- Develop, organise, and maintain digital marketing documentation (Duty 5)
- Create and manage the process of developing offline marketing materials for events, including our NW ADASS Annual Conference (Duty 5 and 7)
- Support wider administrative and communication tasks within the Programme Team.

In this job you will need:

You must be able to demonstrate the following essential requirements:

- GCSEs A-C/9-4 in Maths and English (or equivalent) or willingness to work towards this level during your apprenticeship.
- Ability to work towards the Level 3 Multi-Channel Marketer Apprenticeship qualification

- The ability to work accurately, with attention to detail including proofreading, and follow instructions.
- The ability to plan work and manage your own time.
- Good organisational skills with the ability to work under pressure, manage multiple tasks and meet deadlines.
- Have a flexible approach including the ability to work in the office and remotely from home or another office base, depending on the needs of the team/service.
- The ability to use own initiative.
- Basic IT skills, including Microsoft Office and willingness to learn marketing tools and systems.
- A proactive approach and willingness to learn new skills and technologies.
- Understanding of or interest in data protection and GDPR requirements.

Desirable requirements:

- Experience of using social media, websites, or email platforms
- Interest in public sector or health and social care communication

Our Culture

For us, it's not just about all we achieve as an organisation, but how we do it. Therefore, all employees are expected to display our **TeamWigan** behaviours.

Be Positive	“ Take pride in all that you do and support and develop yourself and others. ”
Be Accountable	“ Be responsible for making things better, enabling change and supporting improvement. ”
Be Courageous	“ Be open to doing things differently and working collaboratively with others. ”
Be Kind	“ Be helpful, generous and thoughtful towards yourself and others. ”