

Job Description: Apprentice - Website and Digital Media

Waverley is an ambitious authority, committed to being one of the leading Councils in the country at a time of major change by developing a high performing, highly engaged staff team to share the organisation's values and deliver our corporate objectives.

Job Description	
Job title:	Apprentice - Website and Digital Media
Service:	Policy and Governance
Team:	Communications
Location:	The Burys, Godalming, Surrey, GU7 1HR
Reporting to:	Henry Ascoli
Responsible for:	N/A
Our Organisational Values	
Openness	In Waverley we value openness and honesty where communication is clear and constructive and actions are transparent .
Excellence	In Waverley we value excellence , working in a consistent and professional way to achieve the highest standards possible, taking the time to recognise and celebrate success .
Fairness	In Waverley we value fairness and respect , working with integrity to ensure that everyone is treated well and has equal access to the opportunities available.
Team Work	In Waverley we value team work and collaboration , with approachable staff actively contributing to our shared corporate goals.
Taking Ownership	In Waverley we value taking ownership , where everyone feels personally committed to issues at hand and is working towards a positive outcome .

Principal purpose of the role

To provide administrative support for the Communications team and to support the Website and Digital Media team in:

- Delivering and maintaining a customer focused new website for Waverley Borough Council
- Ensuring our digital communication channels are effective
- Maintaining our photo library

Main duties and accountabilities

- Book meetings, take notes and type up actions from meetings and workshops
- Monitor emails to communications inbox and allocate work to relevant officer
- Support for work on website – eg testing user journeys, organising user testing, fixing broken links, learn the principles of website usability and writing for the web
- Social listening for Waverley – check relevant social media accounts for comments about Waverley to flag to the team
- Research national initiatives / trending hashtags on social media to help us communicate effectively through our social media channels
- Add images to our photo library and save corresponding photo permissions. Delete images or seek new permissions for photos older than two years which feature people.
- Help manage the intranet homepage - edit and add news stories and update links and polls.
- Comply with all Health and safety legislation for your area of work, ensuring that risks are identified, managed and monitored as required

Dimensions of the role

- Fortnightly team meetings and regular (at least weekly) meetings with service representatives
- Current website has over 3,000 webpages which receives over three million page views per year.
- Our social media accounts include Twitter, Facebook (four accounts), Instagram, YouTube and LinkedIn. There are five Facebook community boards where we need to monitor comments about Waverley services or contentious issues
- Communications inbox receives at least 20 emails per day
- Photo library - process about 50 images per month

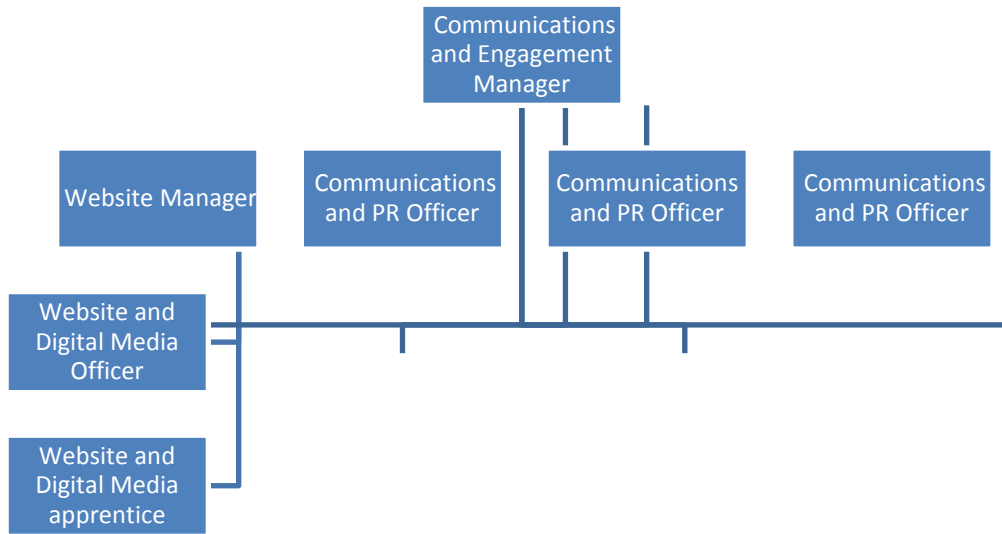
Development
(what you can expect to learn and what is expected of you in the course of your apprenticeship)

	What you can expect from Waverley	What Waverley expects of you
3 Months	<ul style="list-style-type: none"> To receive an introduction to and training in your role To be part of a supportive environment To be given training in relevant IT systems To receive dedicated time set aside to work on your diploma 	<ul style="list-style-type: none"> To attend Apprenticeship Induction To attend Council Induction To be punctual To show commitment to the diploma To be courteous to other members of the team
6 Months	<ul style="list-style-type: none"> To learn how to respond to a basic level of customer enquiries To receive dedicated time set aside to work on your diploma 	<ul style="list-style-type: none"> To have a positive approach to learning To deal with customers in a polite, friendly, helpful and respectful manner
12 Months	<ul style="list-style-type: none"> To receive dedicated time set aside to work on your diploma 	
18 Months	<ul style="list-style-type: none"> Assistance with developing your CV and support with applications for positions both internal and external to the Council To receive dedicated time set aside to work on your diploma 	<ul style="list-style-type: none"> Completion of the diploma

Customers and Contacts

- Internal**
- All Waverley staff for intranet news stories
 - All members of the communications team
 - Website editors
 - Service managers and officers dealing with customer journeys
 - Customer Services Programme team
- External**
- Waverley residents and other website users
 - Suppliers

Service/Team Structure



PERSON SPECIFICATION

Candidates must be able to demonstrate, giving examples, **all essential criteria** marked as **I** at the interview to be shortlisted for this role.

	Person Specification			
	Essential criteria	How Assessed	Desirable criteria	How Assessed
Qualifications/ Education / Training / Experience	Basic literacy and numeracy skills.	I	Maths, English and IT GCSE (or equivalent). Good knowledge of spelling, grammar and punctuation.	C E
Knowledge /Technical Skills			Good understanding of Microsoft Office (e.g. Word, Excel, Outlook, PowerPoint). Knowledge of social media networks in a business environment Knowledge of website content management systems or similar Awareness of Safeguarding	I I I
Communication	Positive attitude when asked to complete tasks. Good listening skills. Able to understand others' points of view.	I	Experience of using a range of different communication styles in a voluntary or paid job (e.g. face-to-face, telephone, e-mail, letter). Good written English	I E
Customer Service	Prompt in responding to enquiries. Friendly and helpful.	I	Experience of paid or voluntary work dealing with customers (e.g. as a receptionist, in a shop, bar or restaurant).	I

	<p>Able to accurately record customers' requests.</p> <p>Motivated to help resolve customers' problems.</p> <p>Understanding of the importance of equality and diversity in service delivery</p>			
Team Working	<p>Works with other people to achieve shared goals.</p> <p>Deliver the work asked of you.</p> <p>Treat everyone with respect.</p>	I	<p>Experience of team working where you have achieved a shared goal (e.g. sports team competition, school project, Scouts/Guides badges etc.).</p>	I/C
Managing self	<p>Reliable.</p> <p>Able to meet deadlines.</p>	I	<p>Experience of achieving assignment deadlines or helping to arrange an event or activity that had to run to time (e.g. school play/production, music event, school dance).</p> <p>Being organised and methodical – experience of organising and prioritising workloads</p>	I
Can do approach / Achieving results	<p>Takes pride in work.</p> <p>Responds to changing needs and circumstances.</p> <p>Keen to learn and develop skills.</p>	I	<p>Experience of making improvements to an existing project or starting something new (e.g. setting up a club or society or making changes to something in school or at work that has made something work better).</p>	I/C

Additional Specific Requirements for the post	For business continuity purposes you are required to have access to the internet at home via broadband on a PC, laptop or tablet.	I		
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How assessed

- A = Application CV/Personal Statement
- C = Certificates/professional Registration
- D = DBS police check
- E = Exercise
- I = Interview
- M = Medical assessment

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Job title:	Apprentice - communication	Post no:	AQ24
Service:	Policy and Governance	JE score:	N/A for apprentice
Team:	Communications	Pay band:	Apprentice Year 1
Location:	The Burys Godalming, Surrey GU7 1HR	Position type: (if part time, working pattern)	35 Hours/ Five day week
Competencies: (level 1 – 4)	Communication:	1	
	Customer Service:	1	
	Team Working:	1	
	Managing Self and Others:	1	
	Can do approach/Results	1	
Reviewed By:	Policy and Governance	Date:	
Checked in:	Human Resources	Date:	
Last Updated:	Add date	Date:	