



Role Profile

MODERN APPRENTICE DIGITAL MEDIA AND COMMUNICATIONS ASSISTANT

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|---------------|------------------------------|-------|------------------------------|
| Reference No. | A4412 | Type | Individual |
| Service | Customer Service Improvement | | |
| Job Family | Para Professional 3 | Grade | FC5 (50% year 1, 80% year 2) |

Purpose

To support the delivery of ambitious targets for Fife Council in terms of communication, digital marketing, media and public relations, staff and customer engagement, data analysis and evaluation.

To assist with effective co-ordination and delivery of marketing and communications initiatives and campaigns for Fife Council's, services and activities, corporately and in the community.

This Modern Apprenticeship follows a nationally recognised MA framework and will require the individual to study towards and complete the Diploma in Digital Marketing at SCQF level 6 qualification.

Task or Responsibility - For this role, there is an expectation that all, or a combination, of the following will be undertaken:

Help with communicating the work of Fife Council services, improving staff and customer engagement, promoting campaigns and supporting service delivery.

Person Specification: Skills, Knowledge, Qualifications or Experience - Criteria can apply to more than one task or responsibility

E **D**

Knowledge of marketing principles and disciplines

✓

Educated to SCQF level 5 or above. At minimum:

✓

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|--|--|-------------------------------------|--|
| | 3 Nat 5s or 3 O Grades (A-C) or 3 Intermediate 2s, to include English, Maths / Arithmetic and Computing Or Core Skills at SCQF level 5, including Communication, Numeracy and ICT Ability to work in an environment with customer/client contact Ability to organise own workload | ✓ ✓ | |
| Help develop and implement creative marketing campaign 'mini plans' for individual events, productions, exhibitions or projects in line with the priorities identified in the overall Communications and Marketing Strategy. | Willingness to learn to successfully organise media and public events Organisational skills Ability to produce clear, persuasive and accessible communications, carefully constructed and designed to meet the needs of target audiences Understanding of the wide range of communication methods available | ✓ ✓ ✓ | ✓ |
| Help plan, schedule and monitor campaign and digital marketing activities and media. Work with the communications officers, designers and other colleagues in the services, to ensure marketing messages are effective and creative. | Ability to coordinate and analyse information including performance data Understanding of marketing and communication objectives and how they apply to organisations | | ✓ ✓ |
| Help monitor, analyse and evaluate employee engagement and consultation activities | Understands the importance of internal communications | | ✓ |

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| Develop, co-ordinate and carry out marketing and communications activity and content on digital platforms. This includes, but is not limited to, website, advertising and social media. | Experience of online channels, with up-to-date knowledge of social media and online marketing tools | | ✓ |
| Help manage, create and edit content for Fife Council's website(s), ensuring appropriate branding is maintained throughout | Experience of using social and digital media | ✓ | |
| Provide advice, support and guidance to staff across the organisation on updating and managing the website(s), and developing content to inform customers, promote our work and increase engagement online. | Customer service skills | | ✓ |
| Help build Fife Council's social media presence by devising and implementing content plans to increase customer engagement across our social media channels | Experience of using social media for campaigns | | ✓ |
| Monitor and evaluate social media campaigns help improve targeting and profiling. | Ability to evaluate campaigns using Google analytics | | ✓ |
| Support communications officers to coordinate information that meet the needs of individuals, services, media and politicians when responding to enquiries | Good oral communication skills | ✓ | |
| | Presentation skills | ✓ | |
| | Writing skills to produce content for news, social media, and campaigns | ✓ | |
| Write and edit copy and content for intranet, website, print and press ensuring consistency of style using plain language, imaginative messaging and storytelling. | Ability to write clearly, concisely and accurately in plain language for all formats | ✓ | |
| Monitor local media and help evaluate press coverage | Report writing skills | | ✓ |
| Co-ordinate and undertake filming, video editing and photography of projects and events for promotion on digital channels | Ability to use plain language through clear and accessible outputs | | ✓ |
| | Ability to demonstrate core skills required to produce multimedia communication and marketing products | | ✓ |
| Undertake customer data analysis and support customer research projects – including fact finding and surveys | IT Skills | ✓ | |
| | Liaising with customers/clients | | ✓ |

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| | Co-ordinating and gathering information | ✓ | |
| Provide advice, support and guidance to staff to ensure that all promotional material is consistent in terms of look, feel and style to create a strong, quality brand. | Knowledge of design principles and their application on and offline | | ✓ |
| Work with the designers to create appropriate printed material for council services and activities. | Team working skills | ✓ | |
| Work at any of Fife Council's place of work within Fife as required. | Ability to provide a regular and effective service | ✓ | |
| Undertaking all other duties as required for the role. Duties will be in line with the grade. | | | |

Additional tasks or responsibilities – this is a generic role, however this particular job may also require you to undertake the following:

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Type of Protection of Vulnerable Groups Scheme (PVG Scheme) or Disclosure Check required

Before confirming appointment: You may be required to obtain PVG scheme membership or a Disclosure check. Please refer to the job advert for clarification of the specific requirement.

Additional Information – the following information is available:

- Skills Framework (if applicable)
- **How** we work matters

Expected Behaviours

Every council employee is expected to lead the way by making decisions and behaving in ways that uphold our community commitments and values.

Please refer to How We Work Matters Guidance to learn more.