

APPRENTICESHIP JOB DESCRIPTION

JOB TITLE: Apprentice Content Creator

DEADLINE FOR APPLICATIONS: August 7th 2023

INTERVIEW DATES: Week of August 14th 2023

APPLICATION LINK:

<https://www.cognitoforms.com/TSCKENTLTD/TSCGeneralStaffApplicationForm>

START DATE: September 2023

1. Purpose of Post

This apprenticeship requires an apprentice content creator who will help produce content for all of our social media channels and website. Our channels include Youtube, Facebook, Instagram, Tik Tok, Twitter, and LinkedIn. The apprentice will work to management briefs and from our overall marketing and social strategy to develop media that engages our audience and captures our brand, which will include day-to-day activities as well as longer-term marketing plans.

2. Key Areas

Create content for all social media channels with a variety of types of post that will engage the audience.

To create videos for our social media channels from a variety of our coaching sessions.

To create videos of coaching sessions for our social channels.

Create descriptions and written content to accompany visual posts.

To schedule posts on a variety of channels to ensure that we are regularly engaging with our audience.

To increase our social media audience on all channels.

To monitor and evaluate impact of our social media content and produce reports to demonstrate the impact of the marketing campaigns.

To implement marketing campaigns in line with the company strategy.

To provide your own transport to and from TSC sessions

To be committed to continuous professional development relevant to the post and personal training needs supporting future career advancement.

To agree to abide by all of TSCs codes of conduct and rules

To undertake other duties and responsibilities as required from time to time to ensure the successful running of TSC

To be prepared to regularly carry out work during evening and weekend periods.

To meet deadlines and complete Content Creator Level 3 Apprenticeship.

3. Responsible To

Responsible to Head of Schools, Academy and Community programmes.

4. Other Areas

As the post involves working with children and young people, the post holder will be required to undergo an enhanced Criminal Records Bureau Check.

It will be beneficial if the apprentice has access to their own vehicle due to the nature of our company working at different locations.

All filming and camera equipment for content production will be provided.

5. How the apprenticeship works

You will combine your work-based learning with off-the-job training that is provided by an expert apprenticeship provider. Apprentices will learn the techniques and strategies relevant to today's fast-paced industry and will be given the opportunity to implement these in the work environment.