

The closing date is 12 noon on Friday 28th February 2020.

Interview date to be confirmed

If you haven't heard from us within 1 weeks of the closing date, please assume that on this occasion your application has been unsuccessful.

Apprentice Junior content producer – Communications, Campaigns and Digital

Job description and person specification

Job description

Grade and salary

Grade 4 (Apprentice)

Year 1: £20,226 including London Weighting

Year 2: £24,883 including London Weighting [pro rata]

Job type

Apprenticeship – 14 months (subject to satisfactory training end-point assessment and work progression)

Hours

35 per week – happy to talk flexible working to accommodate course programme

Location

Congress House, London, WC1B

Responsible to

Website editor

The apprenticeship

You will be part of the national digital communications team responsible for creating online content that promotes TUC's campaign priorities. You will be supporting the development of our website, digital campaigns and social media channels. Working within our strategic objectives, you will create powerful and compelling content to inform, engage and influence our audiences on the issues they care about.

You will have the opportunity to deepen your knowledge and understanding of different digital media platforms and gain the key skills required to reach our digital audiences.

The TUC values training and will support your development in gaining relevant qualification in this field as well as ensuring that you gain valuable experience to kickstart your career as a junior content producer.

What you'll do

- create engaging digital content such as case studies, web/intranet pages, videos, and graphics for our key digital channels.
- collect, analyse and report on digital analytics to maximise audience engagement
- liaise and network with a range of stakeholders including colleagues, affiliates, partner organisations, freelancers and agencies.
- keep up to date with wider digital trends
- undertake a range of project related activities and to work with the TUC teams
- undertake other relevant organisational functions within the office
- any other appropriate duties as determined by managers
- compliance with General Data Protection Regulation processes and procedures
- take part in one to one meetings and performance management reviews
- attend apprenticeship training.

Person specification

What we want

Qualifications

- Good GCSE grades particularly in English and Maths (grades B/6 or above)
- You don't need an ICT qualification but it will help your application, as would qualifications which show that you have writing skills at a higher level.

Skills

- Good digital capability and awareness of social media platforms
- Some experience in writing and editing copy for digital platforms in a paid or voluntary capacity.
- Good attention to detail

Knowledge and understanding

- An interest and enthusiasm to learn about online audiences, emerging technologies, standards and trends and an understanding of their importance
- Understanding and awareness different types of social media content
- An understanding of the importance of professionalism in the workplace
- Sympathetic to the trade union movement and its values – you can find out more about us at www.tuc.org.uk

Personal qualities

- Able to work as part of a team
- Able to complete tasks without close supervision
- Able to work to deadlines and deliver on targets
- Be adaptable and flexible
- Willingness to learn and develop
- Genuine interest in pursuing a career in digital content production

Interests

- An interest and aspiration to obtain a professional qualification

Circumstances

- Live within daily commuting distance of Congress House