

JOB DESCRIPTION

Post Title:	Business Administration Apprentice
Grade:	Subject to the requirements of the Apprenticeship scheme
Responsible to:	Marketing and Publicity Manager
Description Update:	November 2012

Introduction

Bicton College's Values are embodied in the following statements:

1) We are student focused

We care about people and about creating a safe environment and equality of opportunity for everyone. We are passionate about the sense of personal fulfilment and progress that everyone can experience through learning. Staff at the forefront of this endeavour are held in high regard and supported by all of us.

2) We work in a spirit of partnership

We work with individuals and organisations to achieve the goal of a learning society. We listen, respect the views of others, and are fair and even handed with all of our partners and our own people.

3) We work to the highest standards

We recognise and embrace as a privilege our role in providing a service. We demand of ourselves and others the highest standards of integrity, openness and organisational excellence.

4) We are innovative

We strive for continuous improvement in everything we do. We challenge conventional ways of working to ensure a step change in personal and organisational progress.

5) We are resourceful

We care about our planet. In a world of scarce resources, we look to make the most of what we have, without compromising the well-being of future generations.

6) We are enterprising

We are in the business of learning and we want all our students to experience a sense of commercial enterprise in their chosen vocations.

7) We make the difference

We believe we are part of something special and worthwhile. We work with commitment and enthusiasm to make a real difference for ourselves, our students and our stakeholders.

Job Purpose

The post holder will provide assistance and support for the marketing team.

RESPONSIBILITIES AND KEY TASKS:

1. To assist in the event management of the marketing events, i.e. the annual award ceremonies and the external events that Bicton College exhibits at, such as Devon County Show, and launch and PR events.
2. To design and organise the printing of flyers, tickets, posters and other promotional printing for all of the college courses and events as required
3. To assist with the public relations activity, i.e. collecting information and writing of press releases in conjunction with the Marketing and Publicity Manager
4. Carry out regular tasks required including:
 - Daily press coverage achieved
 - Monthly press coverage reporting
 - Daily social media updates
 - Daily website updates
5. To update the marketing databases and assist in the sending of e-shots, mail shots for campaigns
6. To assist with the booking and design of advertising
7. To actively and enthusiastically work towards achieving the Business Administration Apprenticeship as agreed in your individual learning plan.
8. To represent the College positively and effectively to learners, parents, and clients at all times.
9. To undertake such other duties and meet the responsibilities as identified in the College's Health and Safety Policy.
10. To assist with the promotion of the unit's work. This may involve speaking to visiting groups and showing them round the resource
11. To work within the College's staff policies and procedures framework and participate in the College Staff Appraisal process and undertake such staff training as is agreed to be necessary
12. To carry out other duties as reasonably requested by the Line Manager or Principal, which are appropriate to the post and the work of the College.

Core requirements

Equality and Diversity

All employees are required to work in a non-discriminatory manner, accept responsibility for the implementation of the College's Equality and Diversity policy, throughout all personal contacts within your own area of responsibility.

Safeguarding Children and Safer Recruitment in Education

Bicton College is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

In addition to the candidates' ability to perform the duties of the post, selection events will also explore issues relating to safeguarding and promoting the welfare of children including: motivation to work with children and young people; ability to form and maintain appropriate relationships and personal boundaries with children and young people; emotional resilience in working with challenging behaviours; and attitudes to use of authority and maintaining discipline.

ALL APPOINTMENTS TO THE COLLEGE REQUIRE A CRB CHECK.

The Data Protection Act (1998) aims to ensure that all organisations who collect, process and store information about individuals do so correctly (i.e. people about whom information is collected know of its existence and how to correct it if it is wrong).

In order for Bicton College to process your application we need to collect, process and store the information about you as contained within the application form.

Personal information contained within the application form will be used for the post applied for and no other purpose. The information will be kept confidentially by the College, and used only by the assessment panel for the purpose of selecting the best candidate for the post.

If an applicant is not appointed, then his or her information will be destroyed after 6 months.

If an applicant is appointed to the post, the College will maintain his or her information. The College will maintain this for pay, contract and management purposes. Information will be held on computer and on paper. Any member has the right to see and if necessary update or correct the information held about them by the College, by contacting the Human Resources department.

Additional Duties

To undertake such additional duties as may be reasonably required commensurate with the level of responsibility within the College at the initial place of work.

November 2012

All applicants for posts at Bicton College are employed subject to CRB checks

Date Description prepared:

Agreed by Job Holder:

Date:

Approved by Manager:

Date:

Approved by Human Resources Manager:

Date:

Notes;

This job description outlines the main duties and key performance outcomes of the role. It is not exhaustive and may be varied by the College following consultation with the post holder.

The job description, duties and key performance outcomes must be reviewed annually with the line manager and approved by the Human Resources Manager and a member of the Senior Management team.

Person Specification

Apprentice – Marketing

	Essential	Desirable
Qualifications	<ul style="list-style-type: none">• To have completed secondary education• Level 1 qualification such as NVQ, CLSB or IDVS	<ul style="list-style-type: none">• A general education to GCSE standard• NVQ level 1
Experience	<ul style="list-style-type: none">• Experience of some aspects of marketing or office based work• Ability to use IT especially Microsoft Office and social media platforms	<ul style="list-style-type: none">• Ability to use design packages such as Photoshop or Publisher
Skills	<ul style="list-style-type: none">• Good team work skills• Good interpersonal skills• Able to work as part of a team or alone as appropriate• Good written and communication skills	<ul style="list-style-type: none">• Good organisation skills• Prepared to be flexible and adaptable as required• Able to work to and meet deadlines
Values/Personal Qualities	<ul style="list-style-type: none">• Clean and tidy appearance• Enthusiastic• Common sense• Ability to use own initiative• Motivated• Responsible and mature attitude• Flexible and reliable• Works well under pressure• Ability to focus on a number of different tasks	<ul style="list-style-type: none">• Ability to be proactive and undertake new challenges