

## Role Description

<b>Role Title: Digital Marketing Apprenticeship Trainer</b>	<b>Pay Grade: £26,946- £30,315</b> - pro-rata for part time roles Plus £5,000 market supplement pro rota
<b>Normal Place of Work: Hybrid</b>	<b>Line Manager: Head of Department</b>
<b>Normal Working Hours: 7.5 hours per week</b>	<b>Responsible For: No Line Management Responsibilities</b>

### ROLE PURPOSE

- To hold a caseload of students and visit them in the workplace assessing their professional competencies in their chosen vocational pathway.
- To provide coaching and mentoring to help prepare the apprentice for Gateway and end point assessment.
- Create and maintain professional working relationships with key stakeholders.
- To maximise retention, achievement and success of students.
- Actively seek growth through new business or progression up to a higher level apprenticeship to maintain a healthy caseload.

### PRINCIPAL ACCOUNTABILITIES

#### Learner Management and Assessment

- Provide advice, training, and competency assessments for apprentices.
- Conduct regular progress reviews and offer guidance for success.
- Visit learners and employers every 6-12 weeks to monitor progress.
- Build and maintain relationships with employers and external partners.
- Offer coaching and mentoring to prepare apprentices for end point assessment.
- Manage a caseload of funded learners, ensuring accurate learner information.
- Develop session plans and training materials aligned with Apprentice Standards.
- Monitor off-the-job training compliance and maintain accurate records.
- Participate in quality improvement processes and marketing activities for program promotion.

#### Safeguarding and Welfare

- Create a supportive learning environment where learners feel secure and valued, taking responsibility for your safety and that of your colleagues and visitors.
- Conduct thorough health and safety assessments in learner environments and workplaces to ensure a safe and secure setting.
- Uphold the Safeguarding and Health and Safety policies and procedures of the College, ensuring that all activities under your supervision comply with these requirements.
- Prioritize the welfare of children, young individuals, and other vulnerable individuals in your care or with whom you interact, promoting their safety and well-being at all times.

#### Continuous Professional Development (CPD)

- Engage in continuous professional development aligned with the college policy and competency framework, including active participation in College CPD events.
- Engage in reflective practice to evaluate training methods, materials, and strategies critically, identifying areas for improvement in performance.

- Play an active role in your annual performance review and contribute to the ongoing professional growth of yourself and your team members.

**Other:**

- Demonstrate a strong understanding and application of the college's policies and operational procedures.
- Take ownership of resource usage and actively participate in initiatives to reduce carbon emissions.
- Ensure personal conduct adheres to the financial regulations in place.
- Fulfil any additional responsibilities as required based on your role at your primary location or at other College sites.

**Key Relationships**

All posts within the College require a high degree of team working. In particular, the postholder will need to develop and maintain key relationships, including:

Employers and stakeholders who work in partnership with the college, students, employers and potential new business leads
Lecturers and support staff, working collaboratively across areas within the college including Curriculum, finance, MIS, CLT and the Senior Leadership Team
Head of Department

**Generic Responsibilities**

- To represent and promote the College brand values internally and externally; acting as an ambassador for business development on behalf of the College.
- Promote the College's student first ethos, ensuring that the student experience is uppermost in policy and decision making.
- To actively promote and act, at all times, in accordance with College policies, including, but not limited to: Health and Safety, Equal Opportunities, Prevent and Safeguarding, the Staff Code of Conduct and the College's Financial Regulations.
- To actively promote and adhere to agreed College values.
- To engage in implementing changes, promoting innovation.
- To participate in the College Annual Appraisal Process, contributing to a culture of self-reflection on practice and continuous professional development.
- To facilitate the achievement of the College's quality objectives including those from external bodies.
- To undertake other reasonable duties commensurate with the level of post.

**Values**

To role model the College values of: integrity, respect, ambition and pride

**Behaviours**

To role model and consistently exhibit: student focus; high expectations and aspirations for all; focused on progression and employment; pride in what we do and our place in the city; collaborative and continually improving.

## Person Specification

	Essential	Desirable	How assessed*
<b>QUALIFICATIONS</b>			
Minimum of Level 3 qualification in subject specific discipline of Digital Marketing.	✓		AF/Cert
Experience in delivery of subject specific discipline or demonstrate good workplace experience in a digital marketing workplace.	✓		AF/Cert
Level 2 (or equivalent) Maths & English qualifications.	✓		AF/Cert
Assessor award qualification (or willingness to achieve one during the first two years' of service).		✓	AF/Cert
Certificate in Education or PGCE.		✓	AF/Cert
IQA qualification (or willingness to achieve one).		✓	AF/Cert
<b>KNOWLEDGE AND EXPERIENCE (UP TO DATE/ CURRENT)</b>			
Relevant sector experience and competency in own subject specialism.	✓		AF/IV
Ability to write brief objective reports to encourage individual development.	✓		AF/IV
An understanding of the E-portfolio systems and assessment procedures through the standard.		✓	AF/IV
Knowledge of awarding organisation qualifications, schemes and their internal & external verification requirements i.e. City & Guilds.		✓	AF/IV
Understanding of apprenticeship standards, qualifications and industry expectations.		✓	AF/IV
Experience of working with young people in the workplace.		✓	AF/IV
Experience of assessing, training and mentoring in a work-based environment.		✓	AF/IV
<b>SKILLS AND ABILITIES</b>			
<b>Access to a Motor Vehicle</b>	✓		
Good presentation skills.	✓		AF/IV
Strong communication skills.	✓		AF/IV
IT literate. Must be able to demonstrate confident and efficient use of Word, Excel, Teams and email.	✓		AF/IV
Able to deliver courses using eLearning technology or willingness to develop.	✓		AF/IV
Ability to communicate about individual performance, both verbally and in writing.	✓		AF/IV
Input into individual development plans, Training plans, Scheme of work and action plans.	✓		AF/IV
Work effectively in a team.	✓		AF/IV

Able to plan own work and achieve deadlines, involving good time management skills.	✓		IV
Hold a full valid driving Licence and have access to your own vehicle	✓		

**\*Assessment method:**

AF = Assessed via application form

IV

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Assessed via interview

AT = Assessed via test/work-related task

Cert

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Certificate checked at interview **Signed**

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**Date**

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