

JOB PROFILE

Job Title:	Business Admin Apprentice - Communications
Service Area:	Communications
Grade:	1
Reporting Manager:	Christine Crofts
Direct reports:	None

Job summary:

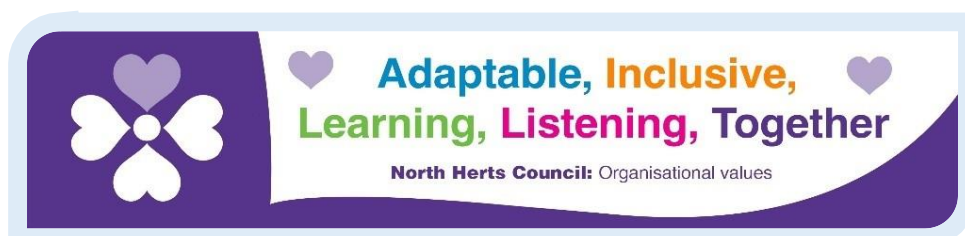
A key member of the communications team, responsible for creating and publishing a weekly report on media coverage; a weekly report for members; creating and updating the quarterly comms activity planner and results dashboard; and supporting the Digital Comms Officer with social media, photography and film requirements.

Key responsibilities:

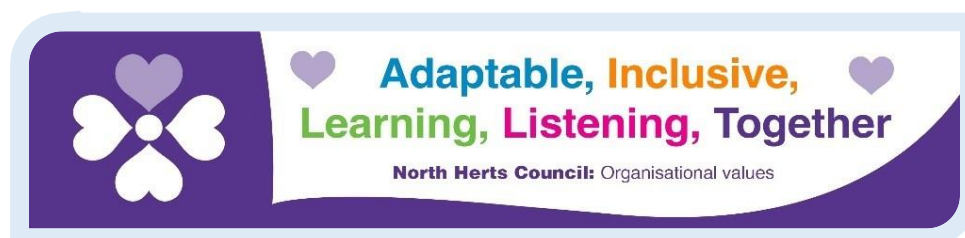
- To create and publish the weekly Media Coverage report and the weekly Members Information Service publication.
- To create and update the quarterly comms planner with all key calendar dates and planned projects and activities.
- To produce quarterly reports on website, social media and media relations performance for our monthly dashboard using various software tools.
- To research and write our monthly events newsletter, which features events from around the district.
- To support the Digital Comms Officer with social media, photography, and film requirements, with a particular focus on, but not limited to, our community lottery and the future development of the Churchgate shopping area of Hitchin.
- To assist the communications team in researching new ideas (such as possible new channels) and sharing findings.

Please follow this link to read your general responsibilities:

[General responsibilities for employees | North Herts Council \(north-herts.gov.uk\)](https://www.north-herts.gov.uk)



Key Requirements:		Essential desirable
Qualifications:	<ul style="list-style-type: none"> • GCSE Grade 4 or above in English Language and Maths • GCSE Creative Media • A Level or BTEC Creative Media 	E D D
Job related experience & knowledge:	<ul style="list-style-type: none"> • Experience of using social media in a personal or work capacity • Experience in an office-based environment (whether work experience, voluntary or previous job) • Use of computerised database systems • Use of website content management systems and / or social media monitoring platforms 	E E D D
Skills & attributes required for the role:	<ul style="list-style-type: none"> • Accuracy and attention to detail • Ability to write clearly, concisely using good grammar and punctuation • Experience of taking photos and filming (personal or work capacity) • Good standard of IT skills in particular Word, Excel and Adobe Acrobat • Ability to work as a member of a team • Able to use initiative • Willingness to learn and apply that learning in the workplace • Willingness to adapt to different work roles • Microsoft Outlook • Producing reports – ability to analyse information and draw conclusions 	E E E E E E E D D D
Planning and Research Skills	<ul style="list-style-type: none"> • Ability to work on a number of projects at any one time • Ability to remain calm under pressure • Capacity to develop organisational skills • Basic experience of researching and analysing tasks • Organising and maintaining filing systems • Ability to prioritise tasks 	E E E E D D



<p>Communication skills</p>	<ul style="list-style-type: none"> • Good oral and written communication skills 	<p>E</p>
<p>Other</p>	<ul style="list-style-type: none"> • Self-motivated • Flexible attitude to work • Maintains confidentiality • Willing to learn and undertake formal studies and attend college as required 	<p>E E E E E</p>

Signed.....

Date.....

