**SEFTON METROPOLITAN BOROUGH COUNCIL**

**JOB DESCRIPTION**

**Department:** Strategic Support **Location:** Magdalen House

**Division:** Corporate Communications **Post No:**

**Section:** Strategic Support

**Post:** Apprentice Communications Assistant

**Grade:** NMW for age at Level 3

**Responsible To:** Corporate Communications Manager

**JOB PURPOSE**

The post holder will, under the leadership of the Communications Manager and the mentoring of the Senior Communications Officer, be asked to:

* Support the Corporate Communications department for Sefton Council in all aspects of communications, from social media and web content to PR and campaigns for the Early Years and Early Help service.

**MAIN DUTIES**

* To help establish new and innovative ways of communicating with customers, residents, businesses and partners.
* Work in a manner that embraces the One Council ethos
* To provide support and work closely with Sefton Council Early Years and Early Help services and other teams as appropriate for communications projects.
* To assist in the development, upkeep, monitoring and analysis of Sefton Council’s Early Years and current social media platforms and web-based products.
* To assist with implementation of communications activity which:
  + Reflects the Council’s vision and key priorities and messages
  + Promote the Council’s services and enhance its reputation
  + Is targeted to the appropriate audiences
  + To help maintain the Council’s website internally and externally including creating and optimising content.
  + To promote the Council’s corporate identity and act as a brand guardian.
* To ensure that all documentation, and electronic data is produced to a consistently high standard.

**SPECIAL CONDITIONS (if applicable)**

May require attendance at meetings outside normal working hours.

**GENERAL:**

This job description is a representative document. Other reasonably similar duties may be allocated from time to time commensurate with the general character of the post and its grading.

All staff have a duty to take care of their own health and safety and that of others who may be affected by your actions at work. Staff must co-operate with employers and co-workers to help everyone meet their legal requirements.

The Authority has an approved equality policy in employment and copies are available to all employees. The post holder will be expected to comply with, observe and promote the equality policies of the Council.

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| **Note:** Where the postholder is disabled, every effort will be made to support all necessary aids, adaptations or equipment to allow them to carry out all the duties of the job. |

**Other optional paragraphs**

Since confidential information is involved with the duties of this post, the postholder will be required to exercise discretion at all times and to observe relevant codes of practice and legislation in relation to data protection and personal information.

Undertake, and participate in training, coaching and development activities, as appropriate.

The person appointed will be expected to work flexibly and the exact nature of the duties described above is subject to periodic review and is liable to change.

**Prepared by: Name** Andrew Daniels

**Designation** Corporate Communications Manager

**Date** September 2024