

<b>Job Details</b>	February 2020
<b>Job Title</b>	Digital Marketing and Social Media Trainer Coach
<b>Department</b>	Operations
<b>Reporting to</b>	Programme Manager
<b>No. Reports</b>	None
<b>Location</b>	Wales
<b>Hours of Work</b>	08:30 – 16:30 The standard hours will be 37.5 per week (excluding meal breaks) but the nature of the role will, on occasions, require working in excess of these hours to ensure core objectives are achieved. This may include evening and weekend work.
<b>Salary</b>	£25,000.00 - £28,000.00 per annum

#### **Purpose of Job / Company Values**

To manage, review, assess and train a caseload of learners who are based in the workplace and are currently undertaking Apprenticeships across our learning routes. To ensure that the success rates of learners are at or above the level set by The Group. To teach, assess and record all aspects of the vocational route using where appropriate e-portfolios and creating a bespoke programme for each apprentice and their employer.

#### **Key Responsibilities / Accountabilities**

Responsible for learners working within a group of subject areas and will be required to keep up to date with qualification, training and skills needs within those sectors and to use this knowledge to inform innovative delivery models that genuinely meet the needs of Educ8 customers.

- Plan and deliver Apprenticeship programmes according to relevant Awarding Bodies, Standards, funding and organisational requirements
- Plan and deliver workshops or 'off-the job' training sessions where necessary to provide effective teaching and learning opportunities to fulfil requirements of the programme
- Create, prepare and develop resources to support delivery of the learning programme
- Provide support, information and guidance to learners through a coaching model
- Completion of timely learner progress reviews and target setting
- Track learner progression and assess achievement to ensure timely completion of programmes
- Support, deliver and develop learner's awareness and skills in areas including literacy, numeracy, digital literacy, employability, Welsh Language and sustainability
- Support contract, quality and compliance requirements to ensure learner and caseload targets are met
- Contribute, support and comply with all contract requirements and corporate strategies including but not restricted to: Health & Safety Code of Practice, Contract & Audit requirements, Awarding Body requirements, Information Security Requirements, Safeguarding
- Plan, implement and deliver the basic skills, numeracy, literacy and digital literacy strategies in line with any changes, the quality strategy and Awarding Body requirements
- Maintain accurate records of learner assessments and achievements
- Accredited successful completion of learner tasks including work-based activities in line with assessment and verification policy, completing all related administrative activities
- Maintain efficient record keeping and tracking systems using the systems provided and stipulated and report agreed targets in a timely manner against agreed deadlines
- Conduct assessment, evaluation and progress reviews as appropriate. Providing of regular and purposeful reports to employers, apprentices, learners and line managers so that there is a clear

plan of action which is time bound for each learner and which allows completion with agreed target dates

- Have a commitment to continued professional development and a willingness to explore opportunities for further development

### Essential Criteria

- Knowledge of the principles of Digital Marketing, Social Media and key word optimisation
- Proficient in the techniques of constructing Social Media campaigns
- Knowledge of Imaging, video and website creation software/systems
- Proficient in CMS content creation and optimisation
- Understanding of the principles of mobile social media, advertising and promotion
- Excellent understanding of digital metrics and analytics
- Ability to demonstrate principles of mobile, email and retention marketing
- Knowledge and experience of implementing relevant software packages.
- Strong administration ability with a keen eye for detail
- Highly organised and punctual
- Digitally competent and confident
- Full driving license, willing to travel across South Wales.

### Desirable Criteria

- Demonstrable experience of partnership working with a range of organisations
- Ability to react flexibly under pressure and to work to tight deadlines
- Demonstrable commitment to equality and diversity
- Experience of contributing, supporting and complying with all contract requirements and corporate strategies including but not restricted to: Health & Safety Code of Practice, Contract & Audit requirements, Awarding Body requirements, ESTYN, Information Security Requirements and Safeguard
- Understanding of the principles of gamification, display advertising and video channel management

### Key Technologies

- Online Portfolio System – Smart Assessor, Moodle Delivery Modules per qualification
- CMS, Excel, Social Media, imaging, video

### Key Relationships

<b>Internal</b>	<ul style="list-style-type: none"> <li>• Internal Quality Assurers, Customer Account Managers, Administrators</li> </ul>
<b>External</b>	<ul style="list-style-type: none"> <li>• Learners and Employers</li> </ul>