

## Job Specification – Content Creation Apprentice v1 AUG24

### Introduction to Learn Plus Us

Learn Plus Us is the trading name of Simply One Stop Limited; we are an Apprenticeship and Skills training provider, approved by the DfE/ESFA on the apprenticeship provider and assessment register (APAR). Our head office is in Barnet, however our training delivery covers all nine English regions. Founded in 2003, since 2009 we have been delivering Apprenticeships and Diplomas through the Advanced Learner Loans scheme and have held various other funding contracts.

Our **Purpose** is to empower the individuals, employers and communities we work with every day, to learn, achieve and excel.

Our **Values** are a compass that guides us in our daily interactions and decision-making process.

**We Are Principled**

**We Keep Our Promises**

**We Achieve Together**

**We Respect and Value all People**

Our **intent** is to support learners to develop:

- A desire for lifelong learning.
- Personal growth which builds their knowledge, skills and behaviours.
- Pursue a successful career.
- Develop as individuals regardless of their background or starting point.

At Learn Plus Us our aim is to have an impact on local communities as well as individuals. We will achieve this through our social value work with housing associations, local councils and charities, by providing wider opportunities to residents, service users and the community.



<p><b>Benefits:</b></p> <ul style="list-style-type: none"> <li>• Holidays – 25 days + birthday + bank holidays</li> <li>• Engage discount scheme</li> <li>• Employee assistance package</li> <li>• Life assurance</li> <li>• Pension</li> <li>• New employee referral bonus scheme</li> <li>• Gymflex</li> <li>• Volunteer day(s)</li> </ul>	<p><b>Salary:</b></p> <ul style="list-style-type: none"> <li>• £26K per annum</li> <li>• £13.33 per hour</li> <li>• Base location – Head Office (Barnet)</li> <li>• Expenses and mileage – 45ppm and normal business expenses such as car park, public transport</li> </ul>
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## Reports to: Marketing Manager

### Job Purpose:

We are looking for a creative and enthusiastic Content Creation Apprentice to join our team. This is an exciting opportunity for someone eager to kickstart their career in content creation and digital marketing. As an apprentice, you will work closely with the Marketing Manager & Client Engagement Team, gaining hands-on experience in creating compelling content across various platforms.

### Role Responsibilities:

- Assist in creating high-quality content for social media, blogs, websites, and other digital platforms.
- Assist in the creation of physical marketing collateral such as leaflets, banners and promotional items/giveaways.
- Collaborate with the Marketing Manager to brainstorm and develop new content ideas.
- Conduct research on industry-related topics to support content creation.
- Help with editing and proofreading content to ensure accuracy and consistency.
- Monitor and engage with our audience on social media channels.
- Stay up-to-date with the latest trends in content creation and digital marketing.

### Personal Qualities:

- Strong passion for content creation and digital marketing.
- Excellent written and verbal communication skills.
- Basic understanding of social media platforms and content management systems.
- Creativity and a keen eye for detail.
- Ability to work both independently and collaboratively in a team environment.
- A proactive and eager-to-learn attitude.

### Desirable Skills:

- Video editing
- Photography experience
- Website development
- Knowledge of Adobe suite (Photoshop, InDesign, Illustrator, Premier Pro)
- Knowledge of Canva design platform
- Knowledge of Social Media scheduling platforms