**Job Description**

**Main Purpose of Job:**

As our **Marketing and Communications Apprentice**, you will play a key role in supporting the Marketing and Communications team at East Suffolk Services.

You will help support the delivery of creative, engaging campaigns across digital, print, and face-to-face channels. You will learn how to plan, create, and evaluate marketing activities that promote our services, improve brand awareness and engage our diverse audiences – from local businesses to residents. You will develop skills in writing impactful copy, supporting our social media output and public relations activities, and also contributing to the delivery of internal communication programmes.

You will gain valuable hands-on experience while working towards a **Level 3 Multi-Channel Marketer Apprenticeship**, supported by our friendly and experienced team.

**Key Responsibilities:**

1. To support the creation of content across social media platforms, email marketing, the website, printed materials to help drive East Suffolk Services’ commercial activities.
2. **Learn to tailor communication for different audiences**, adapting tone, format and platform accordingly.
3. Support the delivery of internal communication programmes which benefit staff and improve employees’ engagement with the organisation.
4. Help monitor and update our website and social media platforms ensuring the content is engaging and captivating for our audiences.
5. **Support reputation management** by helping monitor public feedback and escalating issues where appropriate.
6. Support our response to media enquiries, helping to ensure they are managed promptly and efficiently. You will also learn how to write effective press releases and develop creative angles to help get our stories featured in the media.
7. Support the service owners in delivering their commercial plans by contributing fresh and audience-expanding ideas for marketing campaigns, promotions, and community engagement activities.
8. Assist in the design of marketing materials such as posters, banners, leaflets, and videos.
9. Track and report on digital performance of marketing campaigns using website and social media analytics; present clear actionable reports to service owners and senior leaders to ensure the company leverages these engagement tools.
10. Liaise with internal teams and external partners to collaboratively deliver compelling, multi‑channel marking and communication campaigns across all workstreams.
11. Stay up to date with marketing trends and competitor campaigns, sharing insights to help shape and optimise East Suffolk Services’ marketing and commercial strategy.
12. **Manage marketing assets** – Keep digital and offline assets organised (reports, campaigns, image libraries, video files).
13. To undertake such other duties as may reasonably be required compatible with and/or arising from those listed above.
14. To promote and adhere to the Company’s values and behaviours.

**Line Manager: Senior Communications Business Partner**

**Political Restriction:**

This post is not politically restricted.

Note: This is a description of the job as it is constituted 3 September 2025, but, as the organisation develops, it may be necessary to vary the duties and responsibilities from time to time. It is the practice of the Council to periodically review Job Descriptions to ensure that they relate to the job as being performed or to incorporate whatever changes may be necessary. It is the Council’s aim to reach agreement to such reasonable changes with the postholder but if agreement is not possible the Council reserves the right to insist on changes to the Job Description after consultation with the postholder.

**Person Specification**

|  |  |  |
| --- | --- | --- |
|  | **Essential** | **Desirable** |
| **Knowledge and Experience** | * Awareness of what marketing is and why it is important to businesses. * Computer literate with experience working with Microsoft Word, PowerPoint and Excel. * Good understanding of the role social media plays in delivering business goals. * An awareness of ESSL and what the different audiences would need from this role. | * Experience in using social media (e.g. LinkedIn, Facebook). * Familiarity with design tools (Canva, Adobe suite) or video editing apps. |
| **Skills and Abilities:** | * Strong written communication skills, with the ability to write clearly and accurately. * Strong verbal communication skills, able to speak confidently to colleagues, suppliers and occasionally customers. * Familiar with MS office and the use of these to write engaging presentations. * Have the ability to handle different tasks at the same time with competing deadlines. * To have a willingness to collaborate across the company at various levels and take guidance from others to enable a successful conclusion to the project. * To have the confidence to share ideas for content, campaigns and different strategies that would enable the company to be successful. |  |
| **Education and Training** | * 4 GCSEs at grade C and above or Grade 4 - 9 including English and Maths. |  |
| **Other Requirements** | * A commitment to own development and to supporting training and development initiatives. * Knowledge of ESSL and ESC Council services. * Promote positive communication across the organisation, encourage constructive relationships and develop staff feedback methods. * To promote and adhere to the workplace values of our organisations. |  |