

## **1. JOB TITLE**

**Job Title:** Web and Digital Services  
Junior Content Producer Apprentice

**Reports To:** Web and Digital Manager

**Service:** Customer Services

## **2. JOB PURPOSE**

This is a junior role, supporting a programme of work, study and training designed to develop skills and abilities to achieve a Level 3 Digital Content Apprenticeship.

The role will support the work of the council by contributing to the delivery of services and projects allocated and supported by a supervising manager.

This is an entry level position where the role holder is given the opportunity to learn about web and digital content through learning on the job and formal study.

The role will require you to model the council's values and behaviours across the service.

## **3. PRINCIPAL ACCOUNTABILITIES**

Undertake a course of studies and develop a broad range of skills within the requirements of the service to achieve a nationally recognised Apprenticeship or another qualification.

To develop a working knowledge of Surrey County Council's employee rights and responsibilities in line with the requirements of the Apprenticeship framework or agreed qualification.

Provide high standards of performance ensuring confidentiality, to ensure that the service continues to operate efficiently and effectively.

Under supervision work closely with other team members to assist in a range of projects and service developments.

Through personal example promote the values and behaviours (including equalities) that underpin the organisational strategy of the County Council.

## **4. WORK CONTEXT**

The Web and Digital Services team are a friendly, helpful team mainly based in County Hall, Kingston. We manage the main Surrey County Council website – [www.surreycc.gov.uk](http://www.surreycc.gov.uk) as well as approximately 25 further sites.

We work closely with our contact centre to provide a single front door to Surrey County Council services. This role will give you the opportunity to directly help and impact Surrey residents as you will be able to contribute to the website and help to make it as easy and intuitive for people to do what they need online.

We are looking for a content producer who would be keen to help us improve our Surrey Council online content so that our residents find it easy and intuitive to use our website. You will help produce effective online content for our main Surrey County

Council website and our intranet. We will provide training so that you can use our web content management system (web CMS) to publish content. We will also want you to carry out reviews of the effectiveness of the content. We have a variety of web analytics tools, so you will get to an insight as to how people use our website and how we can improve. You will also have the opportunity to go out with our team to conduct user testing.

## **5. DIMENSIONS**

### **Financial:**

None

### **Non- Financial:**

Under supervision you may be required to liaise with Surrey County Council managers and employees in a helpful and sensitive manner.

## **6. PERSON SPECIFICATION**

### **Education, Training and Work Qualifications:**

Able to work towards an apprenticeship, Functional Skills level 2 or 2 GCSE

### **Method Of Assessment:**

Application Form

### **Knowledge:**

The main requirement is a willingness to learn and the motivation to succeed.

Application Form / Interview

### **Skills and Abilities:**

IT Literate – basic IT skills and able to use information, communication and office equipment.

Application Form / Interview

Skills and abilities to communicate with others appropriately within the work context.

Interview

Prepared to follow instructions, whilst working quickly and accurately and ensuring attention to detail.

Assessment/ Interview

Excellent writing skills with sound knowledge of punctuation and grammar.

Assessment/ Interview

### **Relevant Experience:**

Ability to work with others

Application Form / Interview

Able to demonstrate experience of participating in project work.

Application Form / Interview

Able to demonstrate sound interpersonal skills and sustain effective relationships.	Application Form / Interview
Knowledge of safeguarding where vulnerable adults maybe enrolling on the programme	Application Form / Interview
<b>Other Requirements:</b>	
Self-motivated.	Assessment/ Interview
Ability to work under own initiative.	Interview
Reliability, commitment and punctuality.	Assessment/ Interview
Work towards, or have an understanding and practical knowledge of Equality and Diversity and how we work together and deliver services.	Interview