



Job Description

Job Title:	Modern Apprentice (Communications & Marketing)
Department:	Corporate Services
Grade:	HH35.25 - J
Responsible to:	Marketing Officer

Main Purpose of Post:

The overall purpose of this post is to gain experience and skills to enable the post holder to complete the SCQF Level 6 Diploma in Digital Marketing. The postholder will gain experience working across all areas of the business.

Main Duties:

Over the duration of the 2-year apprenticeship, the main duties of the post-holder are likely to include and evolve as follows:

Content Creation & Promotion:

1. Work closely with colleagues across the organisation to uncover compelling stories and opportunities to promote our work.
2. Write engaging press releases and news stories to highlight our achievements and initiatives.

Campaign Management & Analysis:

3. Assist in the planning and execution of online campaigns to enhance our digital presence.
4. Monitor and measure the success of campaigns using analytics tools, ensuring we are meeting engagement goals.
5. Identify audiences, mapping out their journey and choosing the correct medium for the campaign.

Video Production:

6. Support the creation of short films to showcase our work and initiatives.
7. Work on storyboarding, filming, and editing content for internal and external audiences.

Design & Creative Projects:

8. Get involved in design work, contributing to marketing materials, social media graphics, and promotional content.
9. Collaborate with the team on innovative ways to visually communicate our brand.

Research and Innovation:

10. Carry out research on behalf of the team into the latest communications tools including the use of AI and provide findings and recommendations

What You'll Gain:

- Hands-on experience in press, media, and digital communications.
- The chance to develop technical skills in video production and graphic design.
- Insight into working within a multi-faceted organisation spanning housing, maintenance, and care sectors.

What We're Looking For:

- A strong interest in media, communications, and storytelling.
- Excellent written and verbal communication skills.
- Creativity and enthusiasm for design and content creation.

CONDITIONS OF SERVICE

Hours:	Hours are 35.25 hours per week. Where additional hours are worked, overtime will be paid (must exceed full time hours if part time) or time off in lieu given, depending on the organisational requirements. A flexi system is in operation.
Contract:	Temporary Post for 2 years. All posts are subject to a 6 month probationary period. A formal review will take place at 2, 4 and 6 months.
Band and Salary:	<p>This post is Band J.</p> <p>Salaries are paid monthly, directly into a bank account of your choice. The salary for the post of Modern Apprentice (Communications & Marketing) is £12.60 per hour.</p>
Pension:	<p>Employees will initially be enrolled in the Governments statutory auto-enrolment scheme, which is a Defined Contribution scheme with a company called NOW Pensions. At present staff contribute 5% with the employer 3% to the scheme. Further details of the scheme are available from the payroll team.</p> <p>Employees with a contract of 6 months or more can however opt out of the auto-enrolment scheme and request to join Hillcrest Homes Defined Contribution Scheme with the TPT Retirement Solutions where the employee currently contributes 8.5% of earnings and the Organisation's contribution is 8.5%.</p>
Health Plan:	Employee's are automatically given free admission to the Health Plan Scheme. The cost for this is met by the Employer. Details will be sent out with the Contract of Employment.
Annual Leave:	<p>Leave year runs from 1st January - 31st December. Annual Leave entitlement is 225.6 hours per annum (6.4 weeks), rising to 260.85 hours (7.4 weeks) over a 5 year period.</p> <p>5 days public holidays have been included in this annual leave entitlement. Managers will commence on 260.85 hours. You</p>

are required to retain 35.25 hours annual leave (or part time equivalent) to cover the shutdown period over Christmas and New Year.

Annual leave is calculated on a pro rata basis for part time staff.

General:

Hillcrest Homes have their own system in place for negotiating annual pay increases. All employees have the right to join a trade union if they so wish.

Smoking:

The person appointed will be working in a non-smoking environment. There are no designated smoking areas within the office. Smoking is permitted outside the building and should be out of view of clients and, or customers. This includes the use of E-cigarettes. Employees who are required to carry out their duties in buildings which are outwith the control of the Association are jointly responsible for minimising their own exposure to risk factors such as passive smoking.

Qualifications:

Any offer will be subject to proof of qualifications essential, and where appropriate desirable, to the post.

Rehabilitation of Offenders Act 1974:

If you have any unspent convictions you must declare this on your application form.

In relation to 'spent' convictions, there is a list of convictions which must always be declared and a list of convictions that are declared, subject to rules. Failure to disclose relevant information will be regarded as a breach of trust and could lead to dismissal, disciplinary action or withdrawal of offers of employment.

If you are unsure whether or not you need to disclose a conviction and, or caution, please contact our Human Resources Department for further advice, or you can check by accessing Disclosure Scotland's website at www.disclosurescotland.co.uk and check the 'Frequently Asked Questions'.

Please note that all successful applicants will be subject to a Disclosure check through Disclosure Scotland.

HAVING A CRIMINAL RECORD WILL NOT NECESSARILY DEBAR YOU FROM WORKING WITH HILLCREST HOMES. THIS WILL DEPEND ON THE NATURE OF THE POSITION, TOGETHER WITH THE CIRCUMSTANCES AND BACKGROUND OF YOUR OFFENCES.

Equal Opportunities:

Hillcrest Homes is striving to be an equal opportunities employer and has adopted a Policy which aims to ensure that no job applicant receives less favourable treatment on grounds of race, colour, ethnic and national origins, marital status, gender, age, religion, disability, political or sexual orientations, or is disadvantaged by conditions or requirements which cannot be shown to be justifiable.

Applications:

Please forward applications before the closing date.