EXETER CITY COUNCIL

Job Description

DESIGNATION	**:**	Digital Marketing Apprentice
GRADE	**:**	
POST NO	**:**	TBC
UNIT	**:**	Marketing and Communications
RESPONSIBLE TO	**:**	Communications Officer
SUPERVISORY RESPONSIBILITY FOR	**:**	No Staff
LIAISON WITH	**:**	Leader and Portfolio Holders, Strategic Directors, Council Officers, Councillors, External organisations/bodies/media

PURPOSE OF JOB

To assist in developing and maintaining the Council's positive image and communicating to staff, councillors, the public and the media.

MAIN ACTIVITIES

1 To help generate content for news releases, social and digital media, the Council's Civic Newspaper, the Exeter Citizen and any other publications.

2. Help develop campaigns and communicate key messages internally and externally.

3. To take telephone calls and deal with enquiries from the media.

3. To assist in the development and maintenance of the Council's media library.

4. To help maintain and expand the Council's email communications systems.

5. Take photographs and help make videos for the Council's website and social media platforms.

6. Attend meetings and assist the Communications team at public events, media briefings and photo opportunities.

7. Work outside of normal working hours when required.

Updated: June 2017