

Coventry City of Culture Trust Marketing Apprentice

Role: Marketing Apprentice
Reports to Marketing Officer

Salary : £17,000 gross pro-rata per annum (based on 30 hours per week).
Fixed term contract until April 2022.

Context

Coventry City of Culture Trust was set up in 2015 to bid to be UK City of Culture in 2021. Now that we have been successful in securing the prestigious title, we are recruiting the team ready to deliver an ambitious UK City of Culture year in 2021/22 and legacy.

We are a diverse, modern city which is re-imagining the role culture that can play in bringing people together. Coventry is a city of welcome, a city of activists and pioneers, a city of peace and reconciliation, a city of innovation and invention, a City of Culture.

The Trust is committed to:

- Welcoming 2.5m additional visitors to Coventry in 2021/22
- 80% of the city's residents experiencing at least three events in 2021/22
- Increasing audience attendance from under-represented communities by 20%
- Activating more than 16,000 volunteers and participants
- Making long-lasting, tangible social change in Coventry

In July 2020, we announced that Coventry's City of Culture programme will start in May 2021 and run for 12 months, allowing us to keep our promise to the city and region.

This is your opportunity to join a group of apprentices and be part of telling the story of a city that moves.

Job Description

The Trust seeks to appoint a Marketing Apprentice to support the Marketing team in delivering the team's marketing strategies and work alongside the Marketing Managers, Marketing Officer, the Communications team, the wider Trust team and other agencies as part of City of Culture 2021.

**COVENTRY CITY OF CULTURE TRUST
C/O THE HERBERT ART GALLERY & MUSEUM, JORDAN WELL, COVENTRY, CV1 5QP
WWW.COVENTRY2021.CO.UK**

REGISTERED ADDRESS: THE HERBERT ART GALLERY & MUSEUM,
JORDAN WELL, COVENTRY, CV1 5QP, COMPANY NUMBER: 09808960
CHARITY NUMBER 1165639, LIMITED BY GUARANTEE
REGISTERED IN ENGLAND AND WALES

The Role

- Supporting the Marketing team in delivering engaging and creative marketing campaigns to reach a diverse range of audiences
- Provide support with proofreading and sourcing appropriate content for marketing campaigns
- Maintain electronic and physical filing systems of marketing materials
- Manage print stock levels and general inventory
- Oversee the distribution of marketing materials across the city and wider region
- Work with the Marketing Managers to ensure that the website remains accurate and up to date with event information
- Work with the programme team to approve production imagery, reviews and content as required
- Provide general administrative support to the team as required
- To ensure that the health and wellbeing of colleagues, partners and participants are always a key consideration of your work
- To work flexibly as a member of the Coventry 2021 team and contribute to delivering other elements of the wider team's work programme as required
- Actively engage with the organisation's vision and policies regarding equal opportunities and diversity, artistic ambition, participation and engagement, health and safety, monitoring and evaluation
- To be aware of, and undertake to comply with the Trust's GDPR, Health and Safety and Diversity and Equality Policies

Person Specification

- Currently a resident of Coventry or Warwickshire
- Grade 4 or equivalent in English
- A keen interest in playing a part in Coventry's City of Culture 2021
- Demonstrable interest in gaining knowledge, skills and experience in the role

Qualification

Apprenticeship Standard: Level 3 Marketing Assistant. Click the link for more information.
[Apprenticeship Standards - Marketing Assistant](#)

Expected Apprenticeship Duration: 18 months

Additional Information: This apprenticeship is designed to meet the requirements for registration as an Affiliate Member with the Chartered Institute of Marketing (CIM).

General

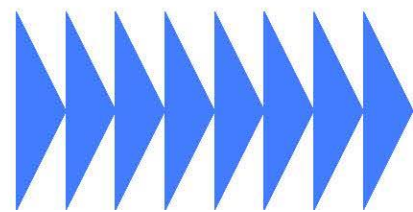
We aim to reflect all the city's communities in our workforce and as such candidates from currently under-represented groups, including those with disabilities, are especially encouraged to apply.

Training and talent development within the Trust team and within the wider sector is central to our approach. All postholders are expected to participate in training and development activity (including the achievement of the requirements of an apprenticeship standard).

This list of responsibilities is not exhaustive and team members will be required to perform duties outside of this as operationally required.



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Process

Please try to attend our optional informal online briefing session on Thursday 10 September. You can register your interest to attend by following this link: coventry-apprentices.eventbrite.co.uk.

To formally apply, please complete the application form that can be found on our website: coventry2021.co.uk/apprentices.

You may prefer to send a video recording that addresses all of the questions found on the application form.

Applications (written or video) should be addressed to Ruth Richardson, Head of Team Development and emailed to recruitment@coventry2021.co.uk.

For large files, please send via WeTransfer and include your name and contact number in the message.

Eligible applicants will be invited to attend an interview with representatives of the City of Culture Trust. Following government guidelines, interviews will likely be held via video conferencing software.

You will then be notified if you have been offered an apprenticeship opportunity at the Trust.

Please note: During this time you will be contacted by our training provider who will check your eligibility for the apprenticeship and ask you to complete a short Maths and English assessment to help us make sure you get the support you need.

Coventry City of Culture Trust is committed to equal opportunities and will treat all applications fairly on the basis of written or video submissions, please complete the anonymous equal opportunities google form available at www.coventry2021.co.uk/jobs.

Timetable

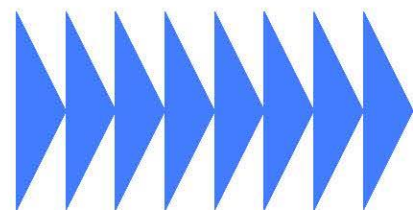
Advertised	Tuesday 01 September 2020
Briefing session	Thursday 10 September 2020
Applications close	Wednesday 30 September 2020 @ 5pm
Interviews	Monday 12 October 2020
Role commencement	Monday 02 November 2020

Salary – £17,000 gross pro-rata per annum (based on 30 hours per week).

This position pays £13,077 per annum for a 30 hour working week (based on an FTE of £17,000 for 39 hours). Off-the-job training amounts to 20 per cent of an apprentice's contracted employment hours across the whole apprenticeship. This training may be carried out on-site or off-site.



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Terms and conditions

- This is a fixed term post until April 2022
- The post is working 30 hours (excluding 30 minute/1-hour lunch) per week, usually Monday – Friday, at hours to be agreed between 9am and 6pm. The role will involve frequent evening and weekend work given the nature of the events. Flexible working may be agreed
- The salary is paid monthly in arrears
- If asked to work additional hours, Time Off In Lieu will be given if approved in advance with the Line Manager
- Pension auto-enrolment is applicable and employer contributions are currently 3%. The Trust's appointed pension provider is NEST. Further details are available
- Holiday entitlement for this part-time role is calculated on a pro-rata basis and equates to 19.5 days per annum plus public holidays. Holiday must be taken at a time to suit all colleagues
- Main place of work is the Trust's Office with frequent attendance at meetings offsite. However, given current government guidelines all Trust employees are currently homeworking. The successful candidate will be supported through this process by a dedicated team who will provide all training required.
- There is a probation period of three months during which time the notice period is one week; on confirmation of appointment the notice period is one month
- On appointment the successful candidate must be able to provide the correct documents as proof of their right to work in the UK
- The candidate's contract of employment with the Trust does not come into force until the first day of work

For more information about Coventry UK City of Culture 2021 visit www.coventry2021.co.uk



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