



**Candidate Information Pack**

**Somerset  
Council**

# Marketing Apprentice Customer and Communities

## Job Reference: SCC04821/WS

Inside this pack:

- [What You Will Be Good At](#)
- [What You Will Deliver](#)
- [What We Will Offer You in Return](#)

If you are interested in finding out more before applying, please get in touch with Martin Hacker, Marketing Manager, on 01935 462130 or via [martin.hacker@somerset.gov.uk](mailto:martin.hacker@somerset.gov.uk)

If you have any questions about the benefits we offer, or our recruitment process, please contact our Recruitment Team on [recruitment@somerset.gov.uk](mailto:recruitment@somerset.gov.uk)

We will notify you by email if you have been selected for interview or have been unsuccessful on this occasion. Please check that the automated email has not gone in your junk mail folder before contacting us.

When completing your application/CV please provide your full employment history and ensure that any gaps in employment are explained. Please start with your current or most recent employment.

# What You Will Be Good At

## Work Experience Knowledge & Skills

### Essential

Able to use IT equipment and systems.  
A confident communicator, both orally and in writing.  
Good time keeping skills.  
Good organisational skills.  
Ability to speak fluent English as stated in Part 7 of the Immigration Act (2016)

### Desirable

Experience in copy writing and proof reading  
Knowledge and understanding of social media.  
Knowledge of Canva, Adobe Suite Photoshop and InDesign  
Knowledge of the theatre industry and terminology

## Qualifications

### Essential

GCSEs in Maths and English at Grade C/ Level 4 or equivalent/higher.  
Or  
the ability to work towards an Initial Assessment in English and Maths

### Desirable

## Personal Attributes

### Essential

Good attention to detail.  
Proactive with commitment to provision of excellent customer service.  
Social, personable and well-presented.  
Creative flare for marketing.  
Ability to work as part of a team.  
Willingness to learn.  
Ability to receive instructions.  
Able to follow organisational policies on safety and behaviour.  
Be willing to work evenings and weekends.

### Desirable

All disabled applicants meeting the essential criteria will be interviewed.



# What You Will Deliver

## Key tasks and responsibilities

### Why should I choose Somerset Council?

The Octagon Theatre and Westlands Entertainment Venue combined, stage over 314 performances, more than 275 screenings and over 2,000 classes and meetings per year. The local authority, Somerset Council, own, manage and fund The Octagon Theatre since its establishment in 1974 and manage and fund Westlands Entertainment Venue since refurbishing the venue in March 2017 to save the venue from permanent closure. Our venues are central community hubs for local residents, offering access to arts, culture and film for residents across the South West.

The Octagon is the largest theatre in Somerset with an intimate auditorium that seats 622 and an average attendance of 82%. Westlands has a versatile ballroom that can stage standing event, be transformed to a cosy cinema setting or a seated capacity of 870. The events we support bring people together, promote community cohesion and improve people's health and wellbeing. The priority of our arts and entertainment service is to provide access to the arts for all, with a diverse programme that will entertain, educate and inspire multiple generations.

The Octagon Theatre is currently closed for an exciting redevelopment, all current events will be based at our Westlands Entertainment Venue in Yeovil and community locations across Somerset.

### What will I be doing?

Reporting to the Marketing Manager and Marketing Officer, the apprentice will be fully trained in every aspect of event and venue marketing. This will include promoting ticket sales, developing audiences at the venues and advertising activities, products and services across all departments of the venues.

- You will play an important role in the marketing department to provide first class marketing support for visiting companies and internal operations for The Octagon Theatre and Westlands Entertainment Venue.
- You will assist in the creation of content for social media and the website to enhance brand awareness (Instagram, Facebook, Twitter/X).
- You will support the marketing department to design, deliver and implement marketing plans and PR strategies for visiting companies, and in-house departments.
- You will generate new ideas to grow our reach and develop our audiences.
- You will assist in updating and designing graphics, email and website content and creation of newsletters, blogs and publicity material.
- You will assist in the organisation and administration of promoting a wide and diverse range of events and productions.
- Photography and Videography

- You will participate in training and development as required, in order to meet personal and business needs.
- Attend college sessions and complete course work on time.
- You will understand and adhere to all H&S requirements to ensure employees, visitors and performers are safe.

Assist the Marketing Department with the coordination and delivery of other projects, events, productions and any other duties, as appropriate.

You will gain a Level 3 Apprenticeship in Multi Channel Marketing after the successful completion of your final assessment). You will study this course via Weston College.

You will be able to use this opportunity to gather enough experience and knowledge to build a career in marketing and advertising.

Please be aware that there may be occasional evening and weekend work as part of this role.

### **What kind of experience or qualifications do I need?**

We offer ongoing support, training and guidance to help you be the best you can be. But to be suitable for this opportunity, you will need to:

- Have GCSEs in Maths and English at Grade 4/C or equivalent, or the ability to work towards an Initial Assessment in English and Maths – Please ensure your GCSEs are listed on your application form.
- Be able to use IT equipment and systems including Microsoft Office and 365.
- Be confident in your communication skills, both orally and in writing
- Demonstrate proactivity and with a commitment to the provision of excellent customer service
- Have a good attention to detail
- Be willing to work evenings and weekends as and when occasionally required.

### **Training to be provided:**

- Apprentices will receive training within the workplace or online depending on the Standard.
- Off the Job training completed within the workplace.
- An initial maths and English assessment to be completed at the beginning of training.
- Regular visits from a dedicated Assessor.
- Completion of coursework via an eportfolio.

We're proud to be here for the people of Somerset. And that means everyone in Somerset. An important part of this is ensuring that we are as diverse and inclusive as the people and

communities we serve.

We welcome applications from a diverse range of backgrounds and experiences to enrich our team. You can always contact the hiring manager for a chat if there's anything you want to talk about before you apply.

### **What will I be offered in return?**

We are proud to offer an environment that is supportive and rewarding, working as part of a team who are passionate about the work they do to improve the lives of people in Somerset.

We offer great training and development opportunities, with supportive management. As well as this, we have some fantastic employee benefits available:

- We promote a healthy work-life balance and offer flexible working arrangements wherever possible, including working from home.
- Generous annual leave allowance, with the opportunity to purchase additional leave
- Staff discounts in gyms.
- Employee Assistance for the times you may need some support and a variety of employee wellbeing services.
- Auto enrolment onto our generous Pension Scheme and optional pension enhancement through our Additional Voluntary Contribution scheme.
- A Flexible Benefits Scheme via salary sacrifice to obtain a cycle for work and health screenings.
- My Staff Shop offering discounts in shops, online shopping, restaurants, cinema tickets, insurance benefits and more

### **Further information specific to this job:**

Somerset Council is subject to Part 7 of the Immigration Act (2016) and therefore the ability to speak fluent English will be an essential requirement for customer-facing roles.

## What We Will Offer You in Return

<p><b>Salary and grade:</b></p>	<p>The National Minimum Wage for Apprentices is £6.40 per hour from 1st April 2023. This is the legal minimum pay per hour applying to 16-18 year old apprentices and those aged 19 and over in the first year of their apprenticeship. For apprentices 19 or over who have completed their first year and are continuing their apprenticeship, the National Minimum wage appropriate to their age applies.</p> <p>National Minimum Wage Pay Rates for an Apprentice: under 18: £6.40, 18-20: £8.60, 21+: £11.44 per hour</p>
<p><b>Contract type:</b></p>	<p>Fixed term for 23 months – 18 months for training and 5 months for the End Point Assessment.</p>
<p><b>Location:</b></p>	<p>Westlands Entertainment Venue, Yeovil, BA20 2DD</p>
<p><b>Hours of work:</b></p>	<p>37 hours per week. These will be in agreement with the line manager.</p>
<p><b>Annual leave:</b></p>	<p>For this grade: <b>25 days or, with more than 5 years continuous service 28 days.</b></p> <p>This is inclusive of two statutory days. In addition, there are 8 bank holiday days.</p> <p>Please note, the amount stated will be pro-rata for part-time and fixed term contract posts.</p> <p>The annual leave year starts on 1<sup>st</sup> April.</p>
<p><b>Probationary period:</b></p>	<p>The appointment will be subject to a probationary period of 6 months. Internal applicants who have already completed their probationary period would not normally be expected to complete this again.</p>
<p><b>Notice period:</b></p>	<p>Following completion of the probationary period, this post will be subject to a notice period of one calendar months on either side.</p>





**Somerset**  
Council