

LONDON BOROUGH OF LEWISHAM

JOB DESCRIPTION

Designation: Digital Support Apprentice

Grade: Apprentice

Reports to (Designation): Publicity and Communications Officer

Directorate: Place

Section: Adult Learning Lewisham

Main Purpose of the job:

To undertake a structured training programme to gain the required skills and knowledge to support the introduction of new digital technologies across various business functions.

To work alongside the site developers to maintain the new ALL website.

To update website content ensuring that all information displayed is current and relevant.

To communicate with stakeholders across the business to ensure that their needs are being met by the new website.

To look at help desk systems for solving issues quickly and efficiently and to implement a similar system.

To provide a range of administrative support services including maintaining ALL's database of images.

Personal duties:

Website Maintenance:

- Regularly update website content, including text, images, videos, and links.
- Ensure the website is functional and visually appealing.
- Monitor and resolve technical issues in collaboration with IT technicians or web developers.

Content management and creation:

- Support the marketing department in the creation of high-quality digital assets, across video, photography, and copy for use on the website and, social media.
- Upload and organize content using the Content Management system in WordPress.
- Collaborate with teams to ensure accurate and timely updates to website sections (e.g., blogs, news, events, and course pages).
- Organise and maintain a database of images.

Digital Marketing Support:

- Assist in creating and scheduling social media posts.
- Support email marketing campaigns.
- Analyse website and marketing performance using tools like Google Analytics and provide actionable insights.

Additional duties:

- Be aware of and support diversity and ensure equal opportunities for all
- Contribute to the overall ethos/work/aims of the service
- Establish constructive relationships and communicate with other agencies/professionals
- Attend and participate in regular meetings
- Participate in training and other learning activities and performance development as required
- Undertake any other duties commensurate with the level of the post, as required to ensure the efficient and effective running of the Department/Section.

Requirements:

- Strong organizational skills with an eye for detail.
- Familiarity with CMS platforms (e.g., WordPress) or a willingness to learn.
- Excellent written and verbal communication skills.
- Ability to manage multiple tasks and meet deadlines.