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| **Public Health Marketing APprentice**  **SALARY GRADE: 75% HBC3 (£18,592.50)**  **Apprenticeship Standard: Level 3 Multi-channel Marketer**  **Training Provider: JGA Group** | Halton Borough Council  resourcing@halton.gov.uk |
| Working at Halton | |
| All our colleagues at Halton have made a positive commitment to delivering great outcomes for our communities. Whoever joins us will share that passion for outstanding service, and strongly align with the values which define our workplace culture:   * Working Together – building fantastic relationships with colleagues and customers * Continuous Improvement – keeping great service delivery at the heart of everything we do * Personal Growth – learning, growing and developing ourselves * Accountability – doing what we say we are going to do * Inspiring Leadership – positive roles models and leading by example   *To read more about our values, click* [*HERE*](https://haltoncouncilcareers.co.uk/values/)  **We are immensely proud that when asked what’s great about working for Halton, the most popular response from our workforce has been ‘*our colleagues’*.**  Aside from working with a great team, our employees have access to a fantastic range of benefits, including:   * A generous annual holiday allowance starting at 34 days per year (including bank holidays), increasing with long service * Membership of our defined benefit, salary-linked pension scheme with generous Employer Contributions * 3 x Salary Life Cover via Local Government Pension Scheme * Investment in your personal development * Free Car Parking at HBC sites   *For further information about all the benefits we offer, please click* [*HERE*](https://haltoncouncilcareers.co.uk/benefits/)*.* | |
| About the Job | |
| Working as an apprentice at Halton Borough Council, offers a great opportunity to make a real difference to the community of Halton, whilst gaining valuable, hands-on experience. With a dedicated Apprenticeship Officer to support you throughout your journey here at Halton, you will be given every opportunity to succeed. Additionally, apprentices are offered opportunities to network with other apprentices and professionals across the council, helping to build connections and develop their careers.  Halton Borough Council Public Health directorate has a broad range of priorities aimed at supporting the health and wellbeing of Halton residents. Communicating with a wide range of stakeholders is vital to achieving the improvements in health outcomes Halton residents require.  The Health Improvement Team operates as part of the Public Health directorate and delivers services directly to people that live and work in Halton. These services work across the life course and includes Infant feeding support, mental health awareness campaigns, the stop smoking service, weight management service and lifestyle and behaviour change campaigns.  In this exciting new role you will work primarily supporting the Public Health directorate and specifically the Health Improvement Team in communicating its key messages and priorities, consistently and effectively across a variety of different channels.  Your specific responsibilities will include:   * Targeting communications and marketing towards a wide audience both internally and externally to Halton Borough Council. * Supporting the Health Improvement Teams Marketing and Communications officer in developing good media relations, promoting, protecting and developing the reputation of the Public Health directorate. * Working, as appropriate, as part of the wider HBC Communications, Design and Marketing team to support the Council in delivering against its priorities. * Provide project support to a range of communications and marketing campaigns and projects for services across the public health directorate   You will undertake a 17-month training period with JGA Group, working towards a Level 3 Multi-channel Marketer Apprenticeship, which will be delivered online via training and coaching.  **Future prospects:**  As you approach the end of your apprenticeship, you will receive guidance and support from our dedicated Apprenticeship Officer in applying for opportunities within Halton Borough Council. We are eager to ensure that any apprentice that joins us as an apprentice, is given every chance to secure permanent, long-term employment with us. | |
| About You | |
| Essential criteria for this role must include:  GCSEs in English and Maths at a grade 4/C or above, or an equivalent qualification.  In addition, you will have the ability to:   * Work flexibility and creatively to deliver on project briefs * Work to deadlines and targets * Be a responsible and engaged member of a busy team * Communicate effectively with work colleagues and the general public. * Be an enthusiastic and willing learner with a keen interest in communications and marketing   The Council and its schools are committed to safeguarding and promoting the welfare of children, young people and adults and expect all staff, workers and volunteers to share its commitment. | |
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