



Welcome to the Field Studies Council (FSC)

Marketing & Communications Apprentice at FSC Head Office, Shrewsbury

Thank you for your enquiry regarding the position of Marketing and Communications Apprentice with Field Studies Council (FSC) at FSC Head Office, Shrewsbury. This is an excellent opportunity for somebody wishing to gain valuable experience of marketing techniques in order to develop a career in this area. The successful candidate will spend, on average, three days a week within a small but busy marketing department getting hands-on experience in the areas that are of most interest to them, such as PR, copywriting, advertising, website development and search engine optimisation. The remaining two days will be spent in our communications department seeing and responding to the results of FSC's marketing efforts and gaining important customer service skills.

In addition, the successful candidate will gain an NVQ in Business and Administration and be given one to one training on the recruitment process to better enable them to find a permanent position after the completion of the apprenticeship.

- **We have a proven record of developing apprentices.**
- **This will be the fifth marketing and communications apprentice we have employed.**
- **Three of the four have moved directly from us to a permanent, full time marketing position.**
- **All four found employment in positions they wanted to develop a career within.**

We are very good at developing marketing professionals because:

- We treat our apprentices as valuable members of our team; they are not here to perform menial tasks.
- The size of the charity enables apprentices to get involved in marketing projects that smaller organisations are not able to perform or not able to perform in as much depth.
- The combination of marketing and communication work develops well-rounded skills.
- The atmosphere of the organisation is informal; it is much less of a culture shock than going from education to very formal companies.
- We use a very good NVQ assessor that knows us well and can relate academic learning to work done on a day to day basis.

As a market leading charity with a turnover in excess of £15million, FSC provides a rare opportunity within Shropshire to work within a medium sized organisation with a strong sense of purpose.

Included in this pack is the key information relating to our **Marketing & Communications Apprentice Vacancy:**

- Job Description and Person Specification
- Summary of the main terms and conditions for the post
- Information about FSC (also visit www.field-studies-council.org)

How to apply:

To apply for this position please download and complete in full the **NON-EDUCATION application form**. You must ensure that your application includes examples of how you have demonstrated skills, knowledge and experience in meeting the requirements of the post detailed in both the job description and person specification.

For all recruitment information and relevant application form please go to our vacancies web page at:
www.field-studies-council.org/vacancies

Send your completed application form to: recruitment@field-studies-council.org **OR**

Human Resources, FSC Head Office, Preston Montford, Montford Bridge, Shrewsbury, Shropshire SY4 1HW

PLEASE NOTE WE WILL NOT ACCEPT CVS WITHOUT A COMPLETED APPLICATION FORM

The closing date for receipt of your completed application is 12 noon on Monday 10th July 2017

Interviews are scheduled to take place at FSC Head Office W/c 17th July 2017.

If you have any queries regarding this vacancy please call Ben Worth 01743 8523123. We look forward to receiving your application in due course.

Ben Worth

Head of Marketing

Field Studies Council is a limited company No. 412621 and a Charity, registered in England and Wales No. 313364 and registered in Scotland, No. SC039870.
Registered Office: Preston Montford, Shrewsbury, Shropshire, SY4 1HW

JOB DESCRIPTION

Job Title:	Marketing & Communications Apprentice
FSC Grade:	Trainee
Based at:	FSC Head Office - Shrewsbury
Reports to:	Head of Marketing
	This post holds no line management responsibility

Key Responsibilities:

- To study towards an NVQ Level 3 in Business and Administration.
- If not already achieved, study towards Level 2 in Key Skills; Application of Number and Communication.
- Gain valuable experience of marketing and general office activities by working closely within the marketing and communication teams.

Marketing

- Participate in selected marketing activities to improve knowledge and experience of marketing techniques. This will be tailored to the successful candidate but could include:
 - Attending photography or video shoots.
 - Writing and sending press-releases.
 - Reviewing the FSC website by gathering feedback on it.
 - Working with designers to produce marketing literature.
 - Developing content for social media.

Communications

- Be the first point of contact for Head-Office, answering and managing incoming telephone calls/emails and responding to requests for information.
- Take and process bookings, including payments, for Head-Office led projects and online course payments using our secure server.
- Liaise and work closely with all other members of the team to ensure a consistent level of service at all times and good communication of ongoing tasks.
- Undertake routine reception and administration tasks to ensure the effective operation of Head Office such as franking and posting outgoing mail.

Contribute to the wider Head Office Team by

- Providing a welcoming and friendly environment for visitors and staff.
- Improving our environmental performance through reducing waste and efficient use of office resources, especially through minimising paper use.
- Working closely with other Head Office staff to ensure that appropriate levels of service are maintained during periods of high workload.
- Any other duties that may reasonably be required by the Head of Marketing to ensure the smooth running of Head Office.

General

- Complying with all relevant legislation / FSC Operating Codes of Practice (OCOPs) / FSC Health and Safety Handbook and FSC procedures
- Delivering a high standard of customer service and customer care
- Ensuring the highest standards of quality are achieved in all duties carried out
- Working closely with other staff to ensure that appropriate levels of service are maintained during absences and periods of high workload
- Maintaining a high standard of personal hygiene & personal appearance in accordance with FSC policies
- Fulfilling your obligations under FSC's Behaviour Partnership to ensure a happy, productive working environment

Key Expectations:

The expectations of every employee that we regard as essential include:

- A positive and passionate work attitude
- A desire to show pride in all aspects of their work
- A flexible approach with a willingness to adapt to changes
- An ability to work using your own initiative both independently and as a competent, effective team member
- An ability to work under pressure and prioritise work to meet tight deadlines
- Always treating others with courtesy, dignity and respect
- A commitment and contribution to improving FSC's environmental performance
- A committed and proactive approach to personal development; motivated to learn new skills and overcome new challenges

This job description should be seen as enabling rather than restrictive, and will be subject to regular review.

Date of issue: June 2017

PERSON SPECIFICATION

Post Title: MARKETING & COMMUNICATIONS APPRENTICE	Location: FSC HEAD OFFICE
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ESSENTIAL/DESIRABLE FACTORS FOR THE POST	E	D	How is this identified?
1. QUALIFICATIONS & EXPERIENCE			
GCSE passes in English and Maths	✓		Application
Experience of working in an office/marketing or customer service role		✓	Application/Interview
A-level or equivalent in marketing or related subject		✓	Application
2. KNOWLEDGE			
Proficient in the use of standard office software and technology e.g. word processing, spreadsheets, databases and outlook	✓		Application/Interview
Knowledge of image editing / publishing software		✓	Application/Interview
A strong desire to develop a career in marketing/related area		✓	Interview
3. SKILLS			
Ability to focus and stay on task in a busy office environment or when working alone	✓		Application/Interview
Ability to work using own initiative and as an effective team member	✓		Application/Interview
Ability to take an active and productive part in your own learning experience	✓		Application/Interview
Ability to effectively manage tasks on a day-to-day basis	✓		Application/Interview
Ability to communicate effectively and build rapport with colleagues across the FSC	✓		Interview
Professional and articulate telephone manner	✓		Interview
Excellent communication skills both orally and in writing	✓		Application/Interview
Excellent accuracy and attention to detail in all aspects of work	✓		Application/Interview
Ability to think creatively	✓		Interview

SUMMARY OF MAIN TERMS AND CONDITIONS

Contract Term:

This is a fixed-term apprenticeship for up to 18 months.

Remuneration:

FSC Grade: Trainee.

The post is offered at the apprentice salary of £131.25 per week, based on 37.5 hours per week.

The salary is paid monthly in arrears by BACS transfer.

Hours of work:

The hours of work are based on 37.5 hours per week, carried out over Monday to Friday. Evening and weekend work may occasionally be required. You will be expected to maintain a flexible approach, e.g. flexibility in days worked, and time off in lieu is allowed for additional hours worked.

Annual & Bank Holidays:

The holiday year runs from 1 January to 31 December each year. You will accrue an entitlement to paid annual holidays equivalent to 5.6 working weeks during a complete holiday year. This entitlement includes the Public/Bank holidays or substitute days (as defined in FSC's Employee Handbook) when they fall on a contractual or scheduled day of work. For anyone who joins part way through the year they will receive a pro-rata entitlement of the 28 days.

Pension:

The post-holder will be eligible to join one of FSC Pension Schemes.

Sickness:

During periods of certified sickness the post-holder will be eligible to receive sick pay in accordance with FSC's sickness absence procedures. The payment of sick pay is subject to compliance with FSC's rules for the notification and verification of sickness absence, details of which will be provided to the successful applicant upon commencement of employment.

Additional Employee Benefits:

These include an Employee Assistance Programme, Life Assurance* and Health Cash Plan with Westfield Health* (*exclusions apply). Further details are given on appointment, as applicable, or are available by contacting Human Resources at FSC Head Office on 01743 852134.

Probationary Period:

This post has a three month probationary period, during which your suitability for the post will be assessed.

Post Classification / Criminal Records Check Requirements:

This post has been classified as **Category C** (as defined in the FSC Code of Conduct) which means it is **not exempt** from the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (as amended in 2013). No criminal records check is currently required, however, the post holder must still meet the acceptance criteria as defined in the FSC Code of Conduct.

FIELD STUDIES COUNCIL: BACKGROUND INFORMATION

Field Studies Council (FSC) is an environmental education charity providing informative and enjoyable opportunities for people of all ages and abilities to discover, explore, and understand the environment.

Our Mission is to bring environmental understanding to all.

Our Vision is inspiring environmental understanding through first-hand experience

What we believe -

FSC believes that the more we understand about and take inspiration from the world around us the more we can appreciate its needs and protect its diversity and beauty for future generations.

In all we do, we are committed to:

- **Delivering first hand experiences.** FSC uses the environment to inspire. Taking in its sights, sounds and smells has the ability to motivate, deepen knowledge and broaden horizons.
- **Providing opportunities for everyone.** FSC strives to provide opportunities for everyone regardless of age, ability or background.
- **Sustainability for the future.** A commitment to the environment is at the heart of everything FSC does: how we run the charity, what people learn on our courses and through our publications.
- **A caring attitude.** From the way we treat our customers, our staff, the environments we work in and the feel of our locations, FSC demonstrates a personal approach with great care taken in everything we do.

What we do -

For more than 70 years FSC has touched the hearts and minds of people of all ages through courses at our network of learning locations, work overseas and the production of resources. Each year over 140,000 people experience FSC many through a visit to one of our learning locations

- Learning outside the classroom experiences with their school, college or university
- Professional training courses for environmentalists and teachers
- Natural history courses
- Identification guides and free resources
- Funded projects both in the UK and abroad
- Art courses
- Family holidays
- Campaigns for the right to outdoor learning and fieldwork

Some of the FSC's proudest moments have arrived when trying to reach those who would not be able to have an FSC experience without some help. In 2014, thanks to FSC members and donations from individuals and Trust Funds, we were able to provide support for over 1000 young people who otherwise would not have been able to take part.

Despite all that we have achieved so far, we hope to provide even more opportunities for people of all ages and abilities to discover, explore and understand the natural world. However, as an Investors in People charity, we realise we can't achieve this without staff that have a real passion for the work of the charity and a pride in their role within it. Every role in the charity is vital to delivering its mission and vision – if this inspires you and you meet the requirements of the post we would love to hear from you.

For more information please also visit www.field-studies-council.org

FSC Head Office

FSC Head Office is based in a rural location 4 miles west of Shrewsbury, close to FSC's Preston Montford Field Centre, near Montford Bridge. FSC Head Office provides a number of central functions to support the work of the charity and to support our Learning Locations: these include marketing, finance, human resources and digital services. The Chief Executive and Operational Management Team are based at Head Office and provide the strategic and organisational direction for this successful charity. There are currently 40 staff based at FSC Head Office.

For more information on the FSC please visit our website: www.field-studies-council.org