

CREATIVE MARKETING EXECUTIVE APPRENTICE ROLES AND RESPONSIBILITIES

Reports to: Head of Media

ROLE PURPOSE

The Creative Marketing Executive Apprentice supports the Head of Media and team to plan and create Statom Group marketing content while developing the knowledge, skills and behaviours required by the apprenticeship. The role helps present the Group's projects, people and capabilities accurately across digital, print, recruitment and internal channels. Work and decision rights should match the apprentice's training, experience and supervision.

KEY WORKING RELATIONSHIPS

- Head of Media, supervising colleagues and apprenticeship training provider.
- Media and Marketing, site and project teams, HR, HSEQ and business stakeholders.
- Approved printers, designers, photographers or other suppliers when assigned.

ROLE BOUNDARIES AND DECISION RIGHTS

- Work to agreed briefs and seek support where tasks, site conditions or technical requirements exceed current competence.
- Submit content, design and factual claims for the relevant operational, brand and client approvals before publication. Do not publish independently unless authorised for the specific channel and content.
- Attend site filming only with required induction, permissions, PPE and suitable supervision; stop and seek guidance if conditions change.
- Protect planned apprenticeship learning time and participate in reviews and evidence gathering under the agreed training plan.

KEY RESPONSIBILITIES

Content planning and design

- Support a rolling Group content plan covering projects, people, milestones, HSEQ and social value.
- Create draft graphics, layouts, thumbnails, brochures, presentations and digital content to approved briefs and brand guidelines.
- Prepare and check artwork for agreed print and digital specifications, including size, resolution, accessibility and version.

Social and digital channels

- Draft, adapt and schedule approved content for relevant channels, including LinkedIn, Instagram and TikTok where used.
- Support scripts, filming and edits for short form content and format assets appropriately for each channel.
- Monitor agreed reach, engagement and content performance, explain results in context and suggest testable improvements.

Site and project stories

- Assist with site and office capture of approved project, people and capability stories.
- Coordinate filming requirements with the supervisor and site team; follow inductions, client restrictions and safe working rules.

- Check factual claims, quotations and imagery with the responsible content owner before submission for approval.

Recruitment, bids and internal content

- Support HR and hiring managers with approved vacancy, apprenticeship and culture content.
- Produce draft graphics and material for bids, case studies and client presentations to agreed deadlines.
- Prepare internal graphics, including HSEQ items, only after the relevant specialist has approved the substance.

Workflow, records and learning

- Maintain organised files, source assets, version history and evidence of approvals and permissions.
- Use feedback to improve writing, design, editing and platform skills; record learning and examples of work for apprenticeship reviews.
- Keep a task list, flag capacity or delays early and provide progress updates to the Head of Media.

ROLE SPECIFIC TECHNICAL AND PROFESSIONAL COMPETENCIES

These competencies form the role specific part of the performance and development framework. Evidence should be proportionate to the role, training and delegated authority.

TECHNICAL OR PROFESSIONAL COMPETENCY	WHAT GOOD LOOKS LIKE IN THIS ROLE
Design fundamentals	Uses layout, typography, colour and brand templates to produce clear drafts and corrects work after feedback.
Digital content creation	Adapts text and visuals for channel and audience, with appropriate captions, formats and calls to action.
Video and photography support	Captures usable material under direction and edits basic clips using agreed tools and review points.
Quality and approvals	Checks spelling, facts, file specifications and permissions before sending work for review.
Analytics and learning	Records agreed results, draws proportionate conclusions and applies feedback in the next piece of work.
Apprenticeship development	Completes planned learning and reviews, keeps evidence current and seeks help to build competence safely.

STATOM BEHAVIOURAL COMPETENCIES

The postholder is expected to demonstrate these behaviours consistently in how work is delivered and how colleagues are supported.

BEHAVIOURAL COMPETENCY	WHAT GOOD LOOKS LIKE IN THIS ROLE
Drives Performance	Agrees priorities, follows through on commitments, checks quality and raises delays or mistakes early.
Understands Stakeholder Needs	Asks what the audience and content owner need and delivers clear, accurate material for that purpose.

BEHAVIOURAL COMPETENCY	WHAT GOOD LOOKS LIKE IN THIS ROLE
Builds Trusted Relationships	Communicates clearly, respects feedback and permissions, and follows through with site and office teams.
Commercial Judgement	Uses time and resources well and makes proportionate choices about quality, cost, risk and reuse.
Bigger Picture View	Connects each asset to the Group's brand, reputation, recruitment and client objectives.
Open to Change	Uses feedback and results to improve craft, process and channel choices.

PDR AND PERFORMANCE FRAMEWORK

- This role profile, role specific competencies, Statom behavioural competencies and separately agreed objectives form the performance framework.
- The Head of Media and postholder should agree priorities, baselines, measures and review dates through the PDR process. Measures may be updated to reflect workload, access, approved resources and business priorities.
- Assessment considers quality, accuracy, governance, collaboration and sustainable outcomes, supported by briefs, approval records, asset logs, analytics, feedback and examples of completed work.
- A serious failure involving safety, confidentiality, permissions, accuracy or deliberate bypassing of approvals may materially affect the overall assessment.

INDICATIVE PERFORMANCE AND BONUS MEASURES

The weightings below are an indicative structure for assessing individual contribution. They do not create a guaranteed bonus or a fixed payment. Any bonus depends on the employment contract and any separately communicated Company bonus arrangements, including eligibility, business performance, affordability and discretion. Objectives should be agreed for the relevant review period.

Quality and timely delivery — 30%

- agreed drafts and assets completed to brief and deadline
- accuracy, file quality and improvement after feedback

Brand, approvals and safe practice — 25%

- use of approved brand and review routes
- respect for site rules, permissions and confidentiality

Collaboration and audience insight — 20%

- constructive work with site, HR and Media colleagues
- appropriate use of channel data and stakeholder feedback

Apprenticeship progress — 25%

- engagement with planned learning and reviews
- evidence of growing competence and independent judgement within authority

Apprenticeship progress is assessed in light of the agreed training plan and the support provided. This role profile does not change statutory or contractual training entitlements. The indicative measures apply only if this role is eligible under a separately agreed bonus arrangement.

EXPERIENCE AND PROFESSIONAL DEVELOPMENT

Essential

- Interest in marketing and content creation with sound written communication and attention to detail.
- Willingness to learn Adobe Creative Suite or equivalent design and editing tools.
- Ability to organise work, accept feedback and follow safe site and approval processes.

Desirable

- Some experience creating social media, video, photography or graphic content.
- Familiarity with LinkedIn, Instagram or TikTok content formats and simple analytics.

GENERAL ACCOUNTABILITIES

- Follow relevant Statom Group policies, standards, delegated authority and reasonable management instructions.
- Protect personal, confidential and commercially sensitive information and use approved systems.
- Keep accurate records of approvals, permissions, material changes and work completed.
- Raise significant safety, privacy, technical or reputational concerns promptly.
- Carry out other reasonable duties consistent with the purpose and level of the role.

ROLE REVIEW AND ACKNOWLEDGEMENT

This document sets out the principal responsibilities and expected standards of the role. It is not an exhaustive task list. Objectives and priorities may reasonably change with business needs; material changes to contractual terms will be managed through the appropriate process. Signing acknowledges receipt and discussion of this role profile and does not amend contractual bonus terms.

Employee name _____

Employee signature and date _____

Manager signature and date _____