



## **GUIDANCE NOTES FOR APPRENTICESHIP APPLICANTS**

### **COMPLETING THE APPLICATION FORM**

#### **Note**

The Job Description and Supporting Questions can be found on the pages below.

Please ensure you answer the questions using the Supporting Information section on the application form.

#### **To be eligible for an apprenticeship, you must be:**

- 16 or over by the end of the summer holidays
- Living in England
- Not in full-time education at the time of applying
- if you are a non-UK citizen, you must have permission from the UK government to live in the UK (not for educational purposes), and have been ordinarily resident in the UK for at least the previous three years before the start of the apprenticeship

The job application plays a very important part in the selection process and will be used as the basis for shortlisting candidates for interview.

Make sure the information you provide is clear and accurate and that you submit your application by the closing date and time stated on the advert.

#### **Personal details**

Ensure that you fully complete this section and include your address, email address and a contact telephone number.

#### **Referees**

Complete details for both references who should not be related to you. If you are a school or college leaver, please give us the contact details of the head teacher/tutor and also the manager of your most recent work experience placement, if applicable.

Referees will not be contacted without your permission.



## **Education, qualifications, memberships and training**

Give details of your education, qualifications as well as any professional memberships or other training you have attended.

## **Employment**

If relevant, start with your most recent job, give a summary of all employment, including any relevant unpaid work. Please explain any breaks in employment dates. We reserve the right to contact former employers to verify information contained in your application.

## **Supporting information**

Use this section to answer the questions given in the section below.

You may also wish to add additional information and provide examples, where possible, of skills, abilities, knowledge and experience outlined in the job description.

Include everything that is relevant – training and experience gained through out of work activities – as concisely as possible.

**Be as specific as possible, we cannot guess or make assumptions, we will assess your application solely on the information provided.**

## **Additional Information**

Answer the questions in this section accurately and also advise us of any dates you are not able to attend for interview.

If you are shortlisted for interview, you will be asked to provide confirmation of your right to live and work in the UK.

## **Declaration**

Read the declaration and tick the consent box at the bottom, **before submitting your application.**

## **Equal Opportunities form**

Read the notes which are provided with the equal opportunities form before completing your application. This form will be kept separate from your job application to ensure that none of the information provided is used in the selection decision.

The information provided will be treated as strictly confidential and only used to monitor the fairness of our recruitment and selection procedures.



## **Offer of employment**

Note that any offer of employment made by the City of London Corporation will be subject to receipt of the following documents:

- Proof of identity
- Proof of right to live and work in the UK
- Proof of current address
- Five years' employment history (where relevant)
- Two satisfactory references
- Satisfactory Disclosure and Barring Service (DBS) clearance (when required for the role)
- Medical assessment (which may include a medical examination by a Doctor named by the City of London Corporation)



# Job Description

**Job Title:** Marketing Apprentice

**Department:** City of London Freeman's School

**Grade:** AP02

**Location:** City of London Freeman's School

**Responsible to:** Anna Atkins

**Responsible for:** N/A

## Purpose of post

The Marketing Apprentice will play an integral role in supporting the delivery of day-to-day marketing activities across multiple platforms within the External Relations department. The purpose of this post is to assist in the implementation of the school's Marketing Strategy and Plans, contributing to marketing campaigns that enhance visibility, engagement, and brand reputation.

Working closely with the Marketing team and wider External Relations team – including Admissions, Development, and Community & Partnerships – the postholder will help coordinate and deliver marketing content, campaigns, and event promotion. This role provides valuable experience in multi-channel marketing and offers excellent development opportunities within a dynamic and collaborative environment.

## Main Duties & Responsibilities

- Support the delivery of the school's marketing strategy by assisting with day-to-day marketing tasks and contributing to key projects and campaigns.
- Assist with planning and delivering marketing campaigns across digital, print, and social media platforms.
- Help gather and create engaging content for newsletters, the website, social media, and advertisements.
- Support the creation and distribution of marketing materials, including leaflets, posters, and branded items.
- Use a range of marketing tools and software, such as email platforms, scheduling tools, and basic CRM systems, with training and guidance
- Schedule and post content on the school's social media channels to maintain a consistent and engaging presence.



- Learn to use digital tools to monitor campaign performance and assist with reporting on engagement and reach.
- Contribute to the delivery of marketing support for school events such as Open Days, taster days, and community initiatives.
- Assist with the organisation and logistics of events, including the preparation of materials, signage, and printed resources.
- Carry out research tasks such as competitor analysis and identifying marketing trends to support planning and decision-making.
- Help monitor marketing budgets and maintain simple and accurate records of expenditure.
- Manage the stock of marketing literature, support ordering processes, and ensure timely delivery of materials.
- Keep shared marketing resources, files, and documents well-organised and up to date.
- Communicate professionally and respectfully with internal stakeholders, including the Senior Leadership Team, HR, IT, and other departments.
- Liaise with external suppliers such as printers, designers, photographers, and digital agencies, under supervision.
- Ensure all personal and campaign data is processed in line with GDPR and school data protection policies.
- Handle all information with discretion and maintain confidentiality at all times.
- Actively seek to ensure that all data is handled correctly, according to the Data Protection Act 2018, with discretion and sensitivity
- The post-holder's responsibility for safeguarding and promoting the welfare of children and young persons for whom s/he is responsible, or with whom s/he comes into contact will be to adhere to and ensure compliance with the School's Child Protection Policy Statement at all times. If in the course of carrying out the duties of the post the post-holder becomes aware of any actual or potential risks to the safety or welfare of children in the School, s/he must report any concerns to the Designated Safeguarding Lead
- Actively seek to implement the City of London Freeman's School's Occupational Health and Safety Policy in relation to the duties of the post, and at all times give due regard to the health and safety of both themselves and others when carrying out their duties
- Actively seek to implement the City of London's Equal Opportunity Policy and the objective to promote equality of opportunity in relation to the duties of the post;
- To undertake any other duties that may reasonably be requested appropriate to the grade.

## Other Points

- Actively seek to implement the City of London's Occupational Health and Safety Policy in relation to the duties of the post, and at all times give due



regard to the health and safety of both themselves and others when carrying out their duties.

- Reporting all accidents to the Chief Operating Officer via the School's Accident Report Form procedure. Report forms are held in the Medical Centre.
- Informing the Chief Operating Officer of any concerns regarding Health & Safety and safe working practices.
- Actively seek to implement the City of London's Equal Opportunity Policy and the objective to promote equality of opportunity in relation to the duties of the post.
- To undertake any other duties that may reasonably be requested appropriate to the grade.
- Some weekend work or evening work will be required.



## Supporting Questions

Include everything you think is relevant to answer the supporting questions below illustrating your skills, knowledge and experience. Be as specific as possible, we cannot guess or make assumptions, but will assess your application solely on the information provided.

Please enter your answers to the following questions in the Supporting Statement section on the application form.

### **Question 1:**

Why have you applied for a marketing role?

### **Question 2:**

What skills do you think you can bring to the role?

### **Question 3:**

What attracted you to the City of London Corporation?

### **Question 4:**

What interests you about an apprenticeship?

### **Question 5:**

Please provide your personal statement to identify your strengths and other transferrable skills and personal interests (500-750 words)