



JOB PROFILE

JOB TITLE:	Recruitment & Attraction – Content Creator Apprentice
SALARY GRADE:	Apprentice Grade (National Minimum Wage)
SALARY RANGE:	National Minimum Wage
DIRECTORATE:	Strategy and Performance
TEAM:	Corporate Communications
LOCATION OF WORK:	Service Headquarters
HOURS OF WORK:	35 hours per week
DIRECTLY RESPONSIBLE TO:	Communications & Media Manager
LEADERSHIP BEHAVIOUR LEVEL:	Leading Self

MAIN JOB PURPOSE

To support and work with the Recruitment team in the planning and delivery of engaging social media and other related Attraction content. Working with a wide range of internal and external stakeholders, the post holder will research, develop and prepare messaging to maximise audience engagement.

They will work with other teams within People and Organisational Development producing interactive content and promotional material in areas such as Occupational Health, Culture and Inclusion and Learning and Development.

They will complete a Level 3 Content Creator Apprenticeship, delivered through an external training provider.

It is essential that the post holder will be committed to, encourage and promote the values of MFRS

KEY AREAS OF RESPONSIBILITY

- ❑ Plan and develop creative content in line with Recruitment and Attraction briefs, working on Occupational Health initiatives, as well as supporting Culture and Inclusion work and Learning and Development.
- ❑ Aligning content with the Service's Leadership Message and Behaviours.
- ❑ Research, prepare and develop media messaging to maximise audience engagement
- ❑ Develop and create written content that can be used across a variety of media.
- ❑ Collaborate with colleagues and external stakeholders to plan and align content to recruitment and Service objectives.
- ❑ Manage content online using appropriate tools and techniques.
- ❑ Create visual and audio content that can be used across a variety media.
- ❑ Evaluate the effectiveness of content produced against the original plan and recommend improvements.
- ❑ Work with colleagues in areas across the Service to provide content for events, key public safety messages, training and awareness campaigns, youth engagement programmes and internal and external communications.

- ▣ Undertake duties commensurate with the role to support the Strategy & Performance Directorate and related activities.
- ▣ Undertake continuous professional development to keep up to date with trends and technology.
- ▣ Actively engage with the Recruitment team to add value to attraction activities.

OTHER AREAS OF RESPONSIBILITY

- Ability to attend careers events, promotional activities and other engagement opportunities as required.
- Commitment to completing all apprenticeship learning and assessment requirements.
- Willingness to undertake continuous learning and personal development.
- Ability to work from Service Headquarters and other locations as required

VALUES, BEHAVIOURS AND CODE OF ETHICS

As detailed in the Authority's CRMP, the Leadership Message clearly states our Values.

We serve with **Courage**

- By never settling for the status quo
- By being decisive and calm under pressure
- By having determination to see things through
- By being prepared to fail
- By celebrating diversity and being open to new opportunities and challenges
- By setting high standards and not being embarrassed for doing so
- By challenging ourselves to be better

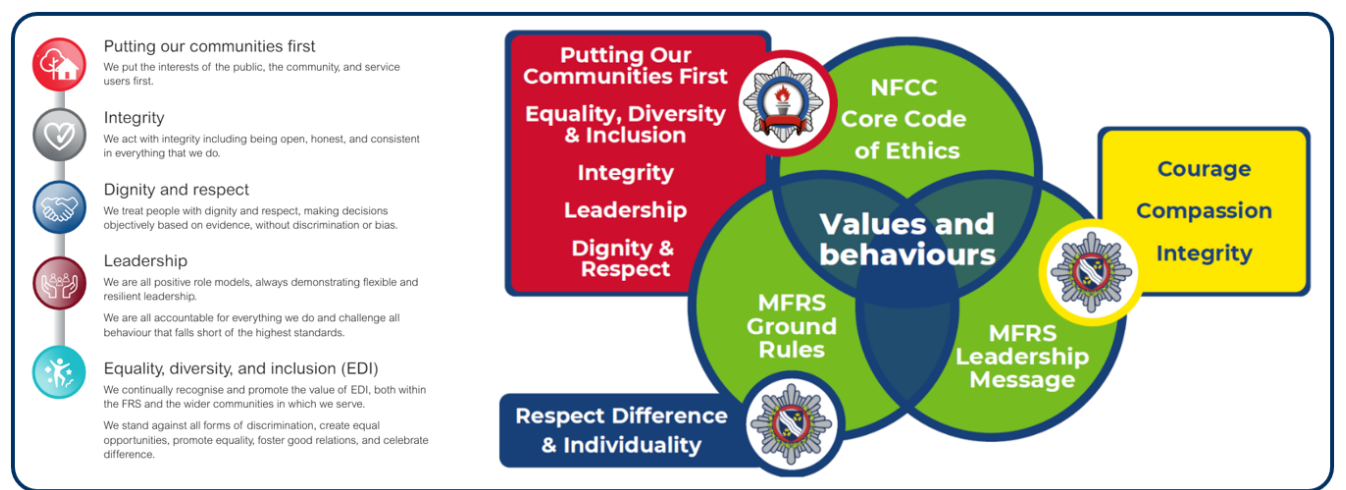
We serve with **Integrity**

- By doing the right thing even when it is hard or no one is looking
- By leading by example
- By standing up for what matters
- By being open, honest and fair
- By making decisions based on facts
- By explaining the why
- By being consistent
- By always doing what we say we are going to do

We serve with **Compassion**

- By acting with empathy and kindness
- By actively listening - hearing what is being said
- By going the extra mile to help
- By looking after and supporting each other, noticing what is going on for people
- By recognising each other's contribution
- By creating a sense of belonging
- By embracing and understanding difference

The National Core Code of Ethics for Fire & Rescue Services sets out five Key Principles, which provide a basis for promoting good behaviour and challenging inappropriate behaviour. The code is complemented by MFRS's Ground Rules, which outlines how we welcome difference and individuality, create a sense of belonging in the most inclusive way and provide some key, simple rules surrounding how we act.



LEADERSHIP BEHAVIOURS

PERSONAL IMPACT WHAT	LEADERSHIP BEHAVIOURS			
	LEADING YOURSELF Everyone (HOW)	LEADING OTHERS Supervisory Managers (HOW)	LEADING THE FUNCTION Middle Managers (HOW)	LEADING THE SERVICE Strategic Managers (HOW)
	I demonstrate Service values and behaviours.	I consistently lead by example.	I set standards of behaviour in line with Service values and behaviours.	I promote and role model behaviours and make strategic decisions in line with our Leadership Message.
OUTSTANDING LEADERSHIP WHAT	LEADING YOURSELF Everyone	LEADING OTHERS Supervisory Managers	LEADING THE FUNCTION Middle Managers	LEADING THE SERVICE Strategic Managers
	I value inclusion and set a positive example to others.	I take responsibility for inclusion, and encourage different points of view.	I role model and mentor others in how they communicate and engage to encourage inclusion.	I promote and uphold our values and professional standards and communicate the importance of ethical and inclusive approaches to our work.
	I reflect on my own strengths and see the strengths of others (using colours).	I give and receive feedback.	I provide a visible presence and recognise the contribution of others.	I actively engage with teams to seek their views.
SERVICE DELIVERY WHAT	LEADING YOURSELF Everyone	LEADING OTHERS Supervisory Managers	LEADING THE FUNCTION Middle Managers	LEADING THE SERVICE Strategic Managers
	I am an ambassador for the Service, taking pride and responsibility for the work we do and encouraging others to do the same.	I work with the team to establish a clear sense of purpose and set expectations to achieve our goal.	I work internally and externally to set clear work and objectives, actively monitoring the performance of the team and giving positive developmental feedback.	I engage with others to establish the strategic direction and the working goals of the organisation.
	I take responsibility and accountability for the quality of my own work.	I have responsibility for team effectiveness which focusses on improving outcomes and decisions.	I am accountable for the output of my teams and devolve responsibility for work to the appropriate level.	I empower, enable, and inspire people to understand and commit to the vision and communicate openly.
ORGANISATIONAL EFFECTIVENESS WHAT	LEADING YOURSELF Everyone	LEADING OTHERS Supervisory Managers	LEADING THE FUNCTION Middle Managers	LEADING THE SERVICE Strategic Managers
	I find out about my local community risks & associated behaviours to ensure we are offering the best service.	I seek to understand, prioritise & address the specific risks and diverse needs of people and communities.	I take a business-like broad approach that considers how to achieve better outcomes for communities.	I shape the wider community outcomes for the Merseyside Region.
	I plan ahead and prioritise my work, managing my time effectively to get things done.	I look ahead to anticipate issues with local service delivery and performance and make plans to resolve or minimise issues.	I monitor the quality-of-service delivery and share information so that people know how well we are performing and plan accordingly.	I take a long-term view to consider the future political, social and economic landscape and communicate this to the organisation and external organisations.
ORGANISATIONAL EFFECTIVENESS WHAT	LEADING YOURSELF Everyone	LEADING OTHERS Supervisory Managers	LEADING THE FUNCTION Middle Managers	LEADING THE SERVICE Strategic Managers
	I know what the key organisational goals are and how I contribute.	I make sure the team understands how our work contributes to and delivers organisational priorities.	I am aware of wider organisational and political priorities and how my function contributes more widely.	I lead the organisation and develop the vision, mission and strategic business plan, inclusive of diverse and changing community risks.
	I work within the organisation's policies, procedures and processes.	I manage quality in my team, and use various sources of feedback and evidence to understand how we are performing and managing risk.	I actively seek to understand the nature of risk in various projects and act to mitigate those risks or report them.	I act as a professional advisor to governance at all levels.
ORGANISATIONAL EFFECTIVENESS WHAT	LEADING YOURSELF Everyone	LEADING OTHERS Supervisory Managers	LEADING THE FUNCTION Middle Managers	LEADING THE SERVICE Strategic Managers
	I continuously seek to improve my performance & share my ideas.	I promote continuous improvement for the team and the organisation through listening and implementing ideas.	I apply the latest business processes and do not settle for the status quo.	I foster and enable continuous improvement & promote an innovation culture encouraging people to experiment and learn.

MERSEYSIDE FIRE & RESCUE SERVICE

PERSON SPECIFICATION



Job Title:	Corporate Comms Apprentice	Team:	Communications Team
Salary:	National Minimum Wage	Directorate:	Strategy & Planning

	QUALIFICATIONS & TRAINING	ESSENTIAL/DESIRABLE	ASSESSED BY
1	GCSE Grade 4/C or above (or equivalent) in English Language.	ESSENTIAL	A/PD/IC
2	GCSE Grade 4/C or above (or equivalent) in Mathematics.	DESIRABLE	A/PD
3	Eligible and willing to undertake and successfully complete a Level 3 Content Creator Apprenticeship.	DESIRABLE	A/PD
	KNOWLEDGE & EXPERIENCE	ESSENTIAL/DESIRABLE	ASSESSED BY
4	Experience using graphic design, video editing or content creation software (for example Canva, Adobe Express, Adobe Creative Cloud, CapCut or similar).	DESIRABLE	A/I
5	Understanding of social media platforms and digital communication channels.	ESSENTIAL	A/I
6	Awareness of the importance of creating engaging content for different audiences and social media trends	ESSENTIAL	A/I
7	Experience of working with a variety of audiences through projects, volunteering, education or employment.	ESSENTIAL	A/I
8	Experience of producing digital content such as videos, graphics, blogs or promotional materials.	ESSENTIAL	A/I
	SKILLS & ABILITIES	ESSENTIAL/DESIRABLE	ASSESSED BY
9	Excellent written and verbal communication skills.	ESSENTIAL	A/I
10	Ability to produce clear, accurate and engaging written content.	ESSENTIAL	A/I
11	Creative approach to content development and storytelling.	ESSENTIAL	A/I
12	Ability to research information and present it in an accessible format.	ESSENTIAL	A/I
13	Good organisational and time management skills.	ESSENTIAL	A/I
14	Ability to work effectively as part of a team.	ESSENTIAL	A/I
15	Ability to build positive working relationships with a wide range of stakeholders.	ESSENTIAL	A/I
16	Competent IT skills, including use of Microsoft Office applications.	ESSENTIAL	A/I
17	Ability to manage multiple tasks and meet deadlines.	ESSENTIAL	A/I
18	Willingness to learn new technologies, software and content creation techniques.	ESSENTIAL	A/I
19	Ability to evaluate work and identify opportunities for improvement	ESSENTIAL	A/I
	COMMITMENT	ESSENTIAL/DESIRABLE	ASSESSED BY
20	A commitment to model our values and behaviours; promoting a culture which embraces collaboration, inclusivity, high performance and wellbeing, striving to make a real difference to the communities we serve.	ESSENTIAL	A/I
21	A knowledge and understanding of and a personal commitment to equality & diversity and related legislation and how this is applied in practice	ESSENTIAL	A/I
22	A demonstrable commitment to completing L3 Content Creator Apprenticeship	ESSENTIAL	A/I
	WORK RELATED CIRCUMSTANCES	ESSENTIAL/DESIRABLE	ASSESSED BY
22	Must reside in Merseyside at time of employment	ESSENTIAL	A
23	Must have a full driving licence and be prepared to travel as dictated by the requirements of the role.	ESSENTIAL	A/PD

A	Application	I	Interview	PD	Produce Documentation	IC	Incident Command
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