



Amplify Central Services

AI & Digital Communications and Marketing Apprenticeship

Job description

Job title	AI & Digital Communications and Marketing Apprenticeship
Location	Bristol-based with travel across Trust schools
Salary	£16,500 in year one, rising to national minimum wage after 12 months.
Role Summary	<p>This is an exciting opportunity to join Amplify Education as an AI and Digital Communications and Marketing Apprenticeship. You will support marketing and communications activity across a growing multi-academy trust, working with 21 schools, central services colleagues, school staff and external partners to share stories, promote events and strengthen engagement across our communities.</p> <p>This role is ideal for someone who is creative, curious and keen to develop a career in marketing, communications and digital content. You will gain hands-on experience across social media, websites, newsletters, campaigns, events, photography, video and AI-enabled communications while being supported through a Level 3 Multi-channel Marketer apprenticeship.</p>
Working pattern	Full-time 37 Hours Term-time, including INSET days and 5 additional days during school closure periods
Responsibilities	<p>Campaigns & Marketing Delivery</p> <ul style="list-style-type: none"> • Support the planning and delivery of marketing campaigns across multiple channels (social media, website, email, and events) • Assist in promoting Trust events, school events, recruitment campaigns and trust-wide initiatives • Contribute to campaign planning and coordination across multiple schools and stakeholders • Help implement the Trust's marketing strategy and brand guidelines <p>Content Creation & Digital Channels</p> <ul style="list-style-type: none"> • Create engaging content for social media, newsletters, press releases and websites • Support photography and video capture across schools and events

- Draft content tailored to different audiences (parents, staff, partners, students)
- Maintain and update website content and digital platforms

AI & Digital Innovation

- Support the use of AI tools (e.g. for content drafting, analysis, campaign optimisation)
- Test and trial new digital tools to improve communications efficiency
- Contribute to developing guidance or toolkits for schools
- Support digital workflow improvements across the comms function

Data, Insight & Evaluation

- Monitor campaign performance using analytics tools
- Support reporting on engagement, reach and effectiveness of campaigns
- Assist with audience insight gathering (surveys, feedback, research)
- Use data to inform improvements to future communications

Stakeholder Engagement

- Work with school staff to gather stories, content and case studies
- Support internal communications across the Trust
- Liaise with external partners, suppliers and media where appropriate
- Help ensure consistent messaging and brand across all schools

Events & Projects

- Support the delivery of events (open evenings, Trust events, campaigns, partnerships)
- Attend schools and events to capture content and build understanding
- Support organisation and promotion of Trust-wide initiatives

Trust Responsibilities

- Work in line with Trust values (Ambitious, Reflective, Collaborative)
- Promote safeguarding, equality and diversity in all communications
- Promoting and safeguarding the welfare of children and young persons for who you are responsible and with whom you come into contact.

Training & Development

Through the Multi-Channel Marketer Level 3 Apprenticeship, you will develop skills in:

- Marketing campaign planning and delivery across multiple channels.
- Content creation and storytelling, including social media, photography and video.
- Digital marketing and analytics, using data and insights to improve performance.

	<ul style="list-style-type: none"> • Stakeholder communication and project coordination with a range of audiences and partners. • Professional, creative and AI-enhanced marketing skills for the modern workplace. <p>Note: The duties outlined in this job description may be modified, with your agreement, to reflect or anticipate changes in the job, commensurate with the salary and job title. This document does not form part of your contract of employment with the school.</p>
Reporting to	Head of Marketing, Communications and Partnerships
Safeguarding	<p><i>We are committed to safeguarding and promoting the welfare of children, young people and adults and expect all staff and volunteers to share this commitment. All posts at Amplify Education are subject to pre-employment checks including, but not limited to, initial and periodic enhanced level checks with the Disclosure and Barring Service.</i></p>

Amplify Central Services

AI & Digital Communications and Marketing Apprentice



Person Specification

We are committed to creating an inclusive working environment. If you are excited about this role and can demonstrate many but not all of the areas below, we would encourage you to apply as you may just be the person we are looking for.

The listed criteria will be reviewed across the stages of our recruitment process, including application form, personal statement (within the application form), interview, references and certificates.

Skills and personal attributes:

(Personal competencies, qualities, attitude and behaviours that will allow you to perform effectively in the role, ensuring the safeguarding and welfare of children and young people)

Essential for this role:

- Commitment to safeguarding and promoting the welfare of children, young people and adults.
- Strong written communication skills with good attention to detail; a creative, curious and organised approach to work; confidence working collaboratively with a range of people; a positive attitude and willingness to learn; reliability, professionalism and the ability to manage tasks appropriately.
- Willingness to complete the Level 3 Multi-channel Marketer apprenticeship; ability to travel to schools and trust events across Bristol and the surrounding area as required; flexibility to attend occasional school or trust-wide events to capture content; commitment to working in line with Amplify Education's values of being Ambitious, Reflective and Collaborative.

You may have:

- Experience creating content for social media, websites, newsletters, photography, video or design; confidence using digital tools; an interest in education, schools or community engagement; experience supporting events, campaigns or projects.

Knowledge and qualifications:

(Professional, technical or academic qualifications that you have achieved relevant to this role)

Essential for this role:

- GCSEs or equivalent, including English and Maths, or willingness to work towards any required functional skills as part of the apprenticeship.



You are likely to have:

- An interest in marketing, communications, digital content, social media and emerging technologies, including AI; awareness of different digital platforms and how they can be used to engage audiences.

You may have:

- Knowledge of tools such as Canva, video editing apps, website content management systems, email platforms or analytics tools; an understanding of branding, storytelling or audience engagement.

Experience:

(Please draw upon experience and achievements gained through paid employment, voluntary work or personal life experience relevant to this role)

Essential for this role:

- No previous marketing employment experience is required, but candidates should be able to demonstrate enthusiasm for developing a career in communications, marketing and digital content.

You are likely to have:

- Experience producing written, visual or digital content through school, college, volunteering, work, hobbies or personal projects; experience working with others, meeting deadlines or supporting events or activities.

You may have:

- Experience running or contributing to social media accounts, creating graphics, taking photographs or videos, writing articles or posts, supporting campaigns, updating websites or helping with community or school-based projects.

Other Requirements:

You are likely to have:

- Access to or willingness to use appropriate digital devices and tools for learning and content creation, in line with Trust policies and safeguarding expectations.



Amplify Education is an equal opportunities employer and recognises the strength in diversity. Our schools have a wide range of cultural, socio economic and religious influences and we use this to ensure that we broaden our understanding of each other and the world. Applications are welcome from all suitably qualified candidates regardless of race, colour, nationality, ethnic or national origin, religion or religious belief, sex or sexual orientation, gender reassignment, disability or age, and maternity, marital or civil partner status. We particularly encourage applications from under-represented groups.

As part of our commitment to equal opportunities, we ask that all applications are made using our application form and are accompanied by an equal opportunities form. The equal opportunities form is anonymous and is not shared with the shortlisting panel.