



**WOKINGHAM  
BOROUGH COUNCIL**

## Job Description

Job Reference

Job Title	Co-Production and Engagement Assistant (Multi Channel Marketer Apprentice Level 3)		
Service	Adult Social Care	Team	Strategy, Commissioning and Performance Service
Location	Shute End Office in Wokingham / hybrid working		
Reports to	Co-Production and Engagement Officer		
Responsible for	n/a		
Grade	Type of position:		Date
NL02	Fixed Term Contract of 16 months  Full Time		14.05.25

This job description has been designed to indicate the general nature and level of work required of the post to indicate the level of responsibility. It is not a comprehensive or exhaustive list, and the line manager may vary duties from time to time which do not change the general character of the job or the level of responsibility entailed.

### Service Purpose

The Adult Social Care Strategy, Commissioning and Performance Service supports the delivery of efficient and effective services that enable the department to deliver against our Adult Social Care strategy and wider corporate delivery plan. Helping to move Adult Social Care forward ensuring that we have the right mix, capacity and quality of services and support arrangements to enable people to be as independent as they wish to be.

### Purpose of the role

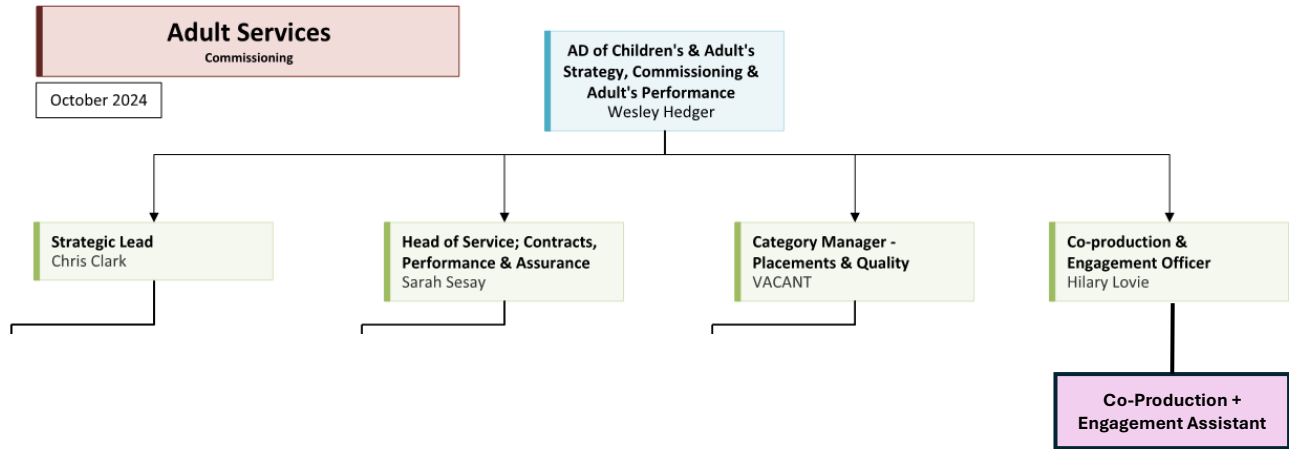
In Wokingham Borough, we have signed up to the [Social Care Futures Vision](#) to inspire and help shape local change. This role holder will help the Co-Production and Engagement Officer to implement this initiative and ensure that people with lived experience and families are central in developing our approach.

Co-production aligns with our corporate priorities of improving customer experience and ensuring our customer is at the heart of all we do. We are committed to ensuring people who draw on social care have a tangible role in how care and support is provided in the local area, both now and for the future.

The Co-Production and Engagement Assistant will be supported to use a variety of communication channels to help raise local people's awareness of Social Care Future and increase the number of residents involved in the design, delivery and evaluation of Adult Social Care Services. They will also provide administrative support to help ensure that people involved in co-production work have positive experience and assist with impact monitoring.

<b><u>Main Accountabilities</u></b>	
1	To support the Co-Production + Engagement Officer with delivery of an agreed Co-production Strategy and help embed a culture of co-production across Adult Social Care and wider Council
2	To assist in the administration of resident involvement; responding to queries, maintaining a database, supporting co-production workshops, gathering feedback.
3	To help with planning and execution of community events including our annual Big Gathering, to help increase awareness and involvement with Social Care Future.
4	To help write our fortnightly e-newsletter and monitor analytics data, like open rates and click throughs, to increase engagement.
5	To conduct research to identify and highlight best practice, and make recommendations on how we can incorporate these in our work
6	To help create new marketing assets to raise awareness of Social Care Future and co-production opportunities
7	To create regular engaging video case studies, interviewing residents and other stakeholders, so people can see the changes happening
8	To monitor the effectiveness of our communications and make recommendations to increase engagement.
9	To support the development of the Social Care Future pages of the WBC website, working with the Digital Team and residents.
10	To work with the Co-Production + Engagement Officer and the CEM Team to explore possibilities of engaging with key stakeholders and residents on different platforms and channels – podcasts, radio, web, social media etc.
<b>Supervision Received</b>	<p>This post will report to the Co-Production and Engagement Officer who will provide line management and support. We hold regular team meetings to discuss work and encourage each other, as well as 121 sessions to discuss individual development needs and project updates. You will be given individual projects and goals to achieve and be encouraged to attend regular training sessions to develop your skills. We also encourage you to ask for additional training and support as necessary</p> <p>The apprenticeship training will be provided by LDN apprenticeships and is for a <b>16-month</b> duration. It involved 6 hours of study per week, plus one live tutorial or masterclass session per month. There will be 3 exams and 3 work-based projects to be assessed for the Mult Channel Marketer Level 3 qualification.</p>
<b>Supervision Given</b>	n/a
<b>Contacts &amp; Working Relationships</b>	The jobholder will need to build and maintain positive and productive relationships with Strategy, Commissioning and Performance Team colleagues, with operational teams, Digital, Communication, Engagement and Marketing Teams, Providers (including local Voluntary, Community and Faith groups), people with lived experience of adult social care, their carers and advocates, and elected Members.
<b>Management of resources or budget</b>	None
<b>Special Factors</b>	<p>This post will require a DBS check.</p> <p>Ability to travel to a variety of locations in the borough</p> <p>Some evening or weekend work</p> <p>Expectation of working 2+ days per week at the Council's Shute End offices</p>

## Organisation Chart



## Person Specification

Qualifications	Essential	Desirable
	<ul style="list-style-type: none"> <li>Be motivated and dedicated to achieving a Level 3 Multi Channel Marketing Apprenticeship whilst receiving support from WBC and line manager.</li> <li>Good standard of literacy and numeracy skills</li> <li>Evidence of post-16 study and qualification.</li> </ul>	<ul style="list-style-type: none"> <li>GCSE Maths and English C/4 or above or equivalent</li> </ul>
Technical Skills.	Essential	Desirable
	<ul style="list-style-type: none"> <li>Excellent literacy skills, with a high standard of written and spoken English, able to communicate in a clear and engaging way.</li> <li>Good IT skills including office software such as Microsoft Word, Outlook, PowerPoint, Teams and Excel, with a motivation to learn new skills and software.</li> <li>Ability to be flexible and respond to challenges as they arise</li> </ul>	<ul style="list-style-type: none"> <li>Excellent IT skills including further software programs, for example Adobe Packages (InDesign/Photoshop).</li> <li>Experience with creating websites, apps or videos (not expected but would be a bonus)</li> <li>Use of AI tools to produce content</li> </ul>

Knowledge	Essential	Desirable
	<ul style="list-style-type: none"> <li>• Ability to actively listen to those receiving and delivering services, and approach situations with empathy and understanding.</li> <li>• Ability to ask pertinent questions in order to seek clarification and to extract and assess the important information.</li> </ul>	<ul style="list-style-type: none"> <li>• Basic Marketing theory and approaches</li> <li>• Knowledge of local government, Adult Social Care or Equality, Diversity and Inclusion.</li> </ul>
Experience	Essential	Desirable
	<ul style="list-style-type: none"> <li>• Experience of working as part of a team - be able to build and maintain positive working relationships</li> <li>• Experience of working individually – be able to think independently and manage their own time well to meet deadlines</li> <li>• Have experience of using social media (Facebook, Instagram, Twitter, Youtube, TikTok etc)</li> </ul>	<ul style="list-style-type: none"> <li>• Experience working in a customer-focused service providing excellent customer experience</li> <li>• Experience of working in an office environment</li> <li>• Have experience of using social media in a Professional sense (not expected but would be a bonus)</li> </ul>
Other	Essential	Desirable
	<ul style="list-style-type: none"> <li>• Organised, trustworthy and reliable person, with a can-do attitude.</li> <li>• Be a people-person, friendly, approachable, and compassionate to others.</li> <li>• Interest in the work of adult social care and the Social Care Future movement</li> </ul>	
Completed by:	Hilary Lovie	Date: 14.05.25