



**LEVEL 6 BA OR BSc (HONS)
DIGITAL MARKETING
DEGREE APPRENTICESHIP
Support Staff Role**
Grade 3 SCP 4-6

Candidate Information Pack
01 September 2026

Welcome from the Chief Executive

Welcome and thank you for your interest in joining our team. It is with great pleasure and enthusiasm that I introduce you to the **Providence Learning Partnership** and our lead institution, **Durham Sixth Form Centre**.

Providence Learning Partnership is a forward-thinking Trust established with a clear mission: transforming lives through education. Our Trust prioritises excellence in teaching and learning, recognising the uniqueness of each student in celebration of diversity and inclusion. Working collaboratively, we embrace expertise and innovation, contributing to the North East of England through the cultivation of lifelong learners. While our roots are firmly planted in the success of Durham Sixth Form Centre, we are currently in an exciting period of growth. We are working closely with the Department for Education and Durham University to establish the Durham Mathematics School - a specialist city-centre provider for A Level mathematicians, scientists, and computer scientists - with further announcements expected in the coming months durham-mathematics-school.org.uk.

Our Lead School: Durham Sixth Form Centre

As Principal of Durham Sixth Form Centre, I am immensely proud of our standing as a large, "outstanding" post-16 provider. With approximately 1,800 students drawn from over 60 secondary schools across the region, we operate as a "mini-university" in the heart of Durham City. Our campus blends history with innovation, from our original 1913 building to our science wing, 200-seat theatre, state-of-the-art Digital Media Centre, and on-site Art Gallery.

Our results consistently place us among the top providers nationally. In 2025:

- **A Levels:** A* and A*-B grades continue to be higher than the national average which correlates in an above average value added score.
- **Applied General:** Attainment is ranked in the top 2% nationally, with 93% of students achieving Distinction* or Distinction grades.

Our Values

At the heart of our Trust is a commitment to the whole person. Whether through our Trust Development Plan or our daily interactions, we are guided by four core values:

- **High-quality, inspirational teaching and learning.**
- **Excellent support, care, and guidance.**
- **Personal and professional integrity.**
- **Ambition and progress** for our students, our communities, and ourselves.

We recognise that an exceptional educational experience is only possible through the dedication of our staff. This is why we prioritise professional growth, achieving Investors in People Platinum [and Employer of Year 2025] and CPD Mark accreditation. As noted in our most recent full Ofsted inspection, we have established a culture where students and staff alike flourish in an environment of high expectations and personal excellence.

Join Our Journey

We are looking for individuals who are energetic, passionate about post-16 education, and eager to contribute to a collaborative mission. If you have the skills and aptitude to help us shape the future of post-16 education, based in Durham City, we would welcome your application.

I am excited about the possibilities that lie ahead and look forward to the potential of working together.

Ellen Beveridge
Principal, Durham Sixth Form Centre
Chief Executive, Providence Learning Partnership

The Role

JOB TITLE	Digital Marketing Degree Apprentice
CONTRACT TYPE	Level 6 BA or BSc (Hons) Digital Marketing Degree Apprenticeship, awarded by the University of Staffordshire or the University of Worcester
HOURS	37 hours per week, Whole Time (Working schedule can be negotiated; includes occasional evening/weekend events)
GRADE	Grade 3 SCP 4-6 (£25,185 - £25,989) pay award pending
START DATE	1 September 2026

ADVERT

We are looking to recruit an energetic, strategic and highly motivated **Digital Marketing Apprentice** to join our outstanding team at Durham Sixth Form Centre, part of the Providence Learning Partnership. Working directly with the Assistant Principal responsible for Growth and Partnerships, your mission will be to serve as a digital voice and strategic storyteller for a flourishing, high-performing educational community. This is an incredible opportunity to earn a full salary while graduating with a tuition-fee-free Bachelor's Degree (BSc/BA Hons) in Digital Marketing (awarded by the University of Staffordshire or the University of Worcester), launching your career at the very forefront of the educational and creative sectors.

What Makes This Role Unique?

Durham Sixth Form Centre is the largest post-16 provider in the region, accounting for approximately 50% of post-16 outcomes in County Durham. As our Digital Marketing Apprentice, your work goes beyond daily content creation; you will actively shape campaigns that support our mission to transform lives through education.

- **High-Profile Partnerships:** Collaborate on major multi-agency campaigns, including our flagship partnership with Durham University and Atom bank to launch an innovative new school.
- **Targeted Communication:** Master the art of multi-stakeholder engagement. You will tailor complex narratives for a diverse audience, including local leadership, press, higher education partners, students and the wider community.
- **Long-Term Career Progression:** Build a high-impact professional portfolio and develop specialised, in-demand skills. This position is designed to launch your marketing career, offering a clear pathway for professional growth and future advancement.

We are looking for someone who:

- Meets the Level 6 Degree entry criteria (Typically 5 GCSEs at Grade C/4 or above including grade B or 6 in English, and a typical 112 UCAS point equivalent from at least two A-Levels or equivalent Level 3 qualifications).
- Is a natural storyteller with the ability to write articulate, intelligent and nuanced copy for highly varied audiences.
- Is collaborative, proactive and radiates a "can-do" optimistic attitude under pressure.
- Is culturally aware and deeply committed to values of diversity, equity, inclusion and the safeguarding of data.
- Possesses an innate curiosity for digital landscapes, trends and emerging technologies.

Why choose us?

- Be a part of an Investors in People: Platinum [Employer of the Year 2025] organisation.
- Fully Funded Higher Education: Achieve a full Level 6 BA or BSc (Hons) Degree with zero student debt, supported by structured, high-quality workplace CPD and mentoring.
- We are a flourishing high-performing sixth form where students achieve and exceed their potential.
- Be part of a team that's ambitious, supportive and driven by purpose.

Please note: We reserve the right to close this vacancy early should a high volume of suitable applications be received. Early application is strongly advised.

Job Description

The Digital Marketing Apprentice will play an increasingly core role in the creation, execution and optimisation of the Trust and Centre's digital marketing strategy. Working in alignment with the DfE Skills England Level 6 standard, the apprentice will learn to recognise and respond to organisational opportunities through a variety of digital channels (social media, web, email and print). The post holder will act as a vital conduit between school departments and teams, ensuring that the core vision, *Transforming lives through education*, and values of high quality, integrity and ambition are seamlessly translated into all public and internal communications.

KEY AREAS OF RESPONSIBILITY

1. Strategic Campaign Management & Brand Alignment

- **Marketing Plan Delivery:** Collaborate directly with the Assistant Principal (Growth & Partnerships) to draft, refine and execute a comprehensive marketing plan that aligns with strategic whole-school campaigns, the routine calendar of events and specific partnership milestones.
 - **Vision & Values Translation:** Ensure every piece of content published directly reflects and champions the Trust's core values of educational excellence, exceptional student support and personal/professional integrity.
 - **Cross-Departmental Collaboration:** Work closely with existing promotion, marketing and graphic design teams to protect and project brand identity across all media streams.
 - **Trend Responsiveness:** Actively read around the regional and national educational landscape to identify emerging trends, using these insights to safely and effectively "jump on" real-time marketing opportunities.
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2. Content Creation & High-Profile Copywriting

- **Stakeholder Adaptation:** Interpret complex internal data, narratives and copy into compelling messages for a wide matrix of stakeholders, including press, higher education partners, prospective students, parents and local communities.
 - **Channel Optimisation:** Write and create tailored content for diverse digital channels
 - **Publications & Updates:** Lead the production of in-school digital publications and half-termly progress and impact updates targeted at parents, carers and external stakeholders.
 - **Reputation Management:** Learn to celebrate and showcase organisational success constructively, building brand equity for the Trust, Durham Sixth Form Centre (DSFC), and the Durham Mathematics School (DMS) without alienating partner institutions.
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3. Channel Management & Platform Leadership

- **Social Media Strategy:** Maintain daily operational running and long-term strategic direction of core social media channels.
 - **LinkedIn Growth:** Take targeted responsibility for increasing visibility on LinkedIn, positively profiling institutional milestones and highlighting the successes of individual staff and students.
 - **Data-Led Insights:** Deploy digital analytical and statistical tools to track campaign performance, evaluate audience trends, observe user behaviors and demonstrate campaign impact.
 - **Community Engagement:** Foster active, supportive and inclusive online environments via email marketing and social media groups to stimulate positive public discussion.
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4. Expansion, Outreach & Community Support

- **Public-Facing Programmes:** Champion and drive digital campaigns for the Centre's expanding public-facing initiatives.
 - **Outreach and Civic Engagement:** Create promotional materials and document engagement to expand equity and access.
 - **Strategic Partner & Funder Stewardship:** Cultivate deep, long-term relationships with key partners and funders through tailored communications, ensuring they receive timely, high-value organisational updates that clearly demonstrate how much the organisation values their investment and collaboration.
 - **Workplace Flexibility:** Work flexibly to accommodate a limited, negotiated number of evening and weekend commitments (such as launch/open events or exhibition previews) to capture digital content live.
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OCCUPATIONAL SKILLS & KNOWLEDGE FRAMEWORK:

Throughout the duration of the apprenticeship, the post holder will develop and apply:

- Core Marketing Principles: Application of the 4 Ps (Product, Price, Place, Promotion) within an educational and public-sector framework.
 - Digital Graphic Design & UX: Basic execution principles of digital graphic design, interface design, authoring and User Experience (UX) maximisation.
 - Regulatory & Ethical Compliance: Strict adherence to national and international data protection laws (GDPR), copyright compliance, and digital ethics.
 - Market Intelligence: Synthesis of internal and external business intelligence to forecast trends that may impact post-16 education and recruitment.
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UPHOLD THE PROFESSIONAL STANDARDS OF THE SCHOOL BY:

- Being a role model to students through personal presentation and professional conduct.
 - Attending staff meetings and briefing, as required.
 - Arriving at sessions, on or before the start, and to begin and end on time.
 - Being familiar with Trust and school handbooks.
 - Striving for personal and professional development through active involvement in appraisals.
 - Maintaining a working knowledge and understanding of the National Occupational Standards for Support Staff.
 - Undertaking any reasonable task as directed by any senior member of staff.
 - Being involved in extracurricular activities where appropriate and in line with the Local Collective Agreement 2012.
 - Establishing a climate for learning in line with the school's policies and procedures, to contribute to a purposeful learning environment and encourage students to interact and work cooperatively with others.
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REQUIRED PROFESSIONAL BEHAVIOURS:

- Exceptional active listening skills and the ability to articulate ideas confidently at all levels of leadership.
 - Ability to work efficiently under pressure, meet tight deadlines and work unsupervised when required, while remaining a dependable team player.
 - Acute awareness of the impact of marketing content on diverse audiences, ensuring all work champions equality, culture and inclusion.
 - Absolute discretion regarding confidentiality, data security and institutional reputation.
 - A proactive approach to personal growth, showing enthusiasm for lifelong learning and active engagement in professional appraisals.
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MODELLING:

- Model the values, ethos and vision of the school in pursuit of excellence and equity, valuing individual achievement.
 - Help build, communicate and implement a shared vision.
 - Be a role model and actively promote high expectations for all members of the school community through your role within the structure.
 - Contribute to the efficient management of school routines.
 - Being an appraisal team member in line with school policy.
 - Being aware of the responsibility for personal health, safety and welfare and that of others who may be affected by individual action/inaction.
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TRAINING/QUALIFICATIONS/FINANCIAL:

- **Duration:** 3 to 4 Year Fixed-Term Apprenticeship Standard.
 - **Qualification Awarded:** Fully funded Degree in Digital Marketing (Level 6) - BA or BSc (Hons), awarded by the University of Staffordshire or the University of Worcester.
 - **Remuneration:** Paid on a progressive Grade 3 salary structure.
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HOURS:

Day	Total hours in school	Hours	Lunch break	Total hours worked
Monday	8	8-4	30 mins	7.5
Tuesday	8	8-4	30 mins	7.5
Wednesday	8	8-4	30 mins	7.5
Thursday	8	8-4	30 mins	7.5
Friday	7.5	8-3:30	30 mins	7.0
				37

In the event where the Principal requests additional hours to be worked over and above the contractual hours, TOIL will be given at a flat rate as per Local Collective Agreement 2012. Timesheets must be submitted and approved by the line manager.

Person Specification

APPLICATION	Essential	Desirable
A well-structured letter of application, demonstrating a clear passion for digital marketing and corporate storytelling within education.	*	
Fully supported in references.	*	
QUALIFICATIONS AND TRAINING		
Achieved grade C/4 or above (or equivalent) in at least five GCSEs including a B/6 in English.	*	
Level 3 qualifications at a typical offer of 112 UCAS points (such as A-Levels, a relevant BTEC, or equivalent)	*	
Previous introductory training or certification in digital marketing, social media management, or content creation.		*
EXPERIENCE AND KNOWLEDGE		
Direct experience in writing or designing content for digital audiences (e.g., managing personal/professional social media, student blogs, or school projects)	*	
An active interest in reading around the educational landscape, regional business trends, or public sector public relations.	*	
Experience collaborating within public-facing environments, community outreach projects, or multi-agency settings.		*
Previous experience working directly with young people, within an educational setting, or alongside corporate partnerships.		*
SKILLS		
Ability to write articulate, intelligent and persuasive copy tailored to distinct audiences (such as students, parents, politicians and press).	*	
Excellent active listening and communication skills, with the capability to manage public relations and keep critical funders and partners feeling valued and informed.	*	
Ability to deploy a data-led approach to review marketing analytics, recognise user behavior and track campaign success.	*	

IT proficient with a functional understanding of digital graphic design, user experience principles and standard applications such as Adobe Creative Suite or Google Workspace.	*	
Ability to constructively frame promotional updates, celebrate community success, and positively handle sensitive corporate or press communications.	*	
Advanced knowledge of platform algorithms and strategy, with specific confidence in expanding professional visibility.		*
PERSONAL QUALITIES		
Highly organised with sharp attention to detail, capable of managing a split study/workload and hitting rigid campaign deadlines under pressure.	*	
A positive, team-focused professional who radiates a "can-do" attitude and workplace optimism.	*	
Adaptable and proactive; sufficiently well-informed to spot real-time trends and safely pivot strategy to maximise organisational reach.	*	
Deeply committed to the core vision of "Transforming lives through education" and championing the unique values of Durham Sixth Form Centre and the broader Trust.	*	
An exemplary record of health, timekeeping and attendance.	*	
COMMITMENT, EQUALITIES AND SAFER RECRUITMENT		
Commitment to upholding and promoting the trust values with honesty, loyalty and fairness.	*	
Promote and safeguard, at all times, the welfare of children and young adults.	*	
Demonstrate a commitment to the principles of Equalities and to be able to carry out duties in accordance with the appropriate policies.	*	
Demonstrate an understanding of the importance of forming and maintaining appropriate relationships and personal boundaries with young people and colleagues.	*	

Application Guidance

The Trust seeks to ensure that we appoint the right candidate to each job and that applications for employment are treated in a fair and consistent manner.

HOW TO APPLY

Candidates must complete all sections of the Application Form in sufficient detail through the National Apprenticeship Service using the link below.

Please note: Your application form is the primary tool used for shortlisting. If little or no information is provided, it will be impossible to assess your suitability and you will not be considered for an interview. While CVs may be used by the apprenticeship provider for initial eligibility sense-checks (e.g., confirming you do not already hold a degree in the same subject), they do not replace the application form.

THE ASSESSMENT PROCESS

To secure an apprenticeship, candidates must successfully complete an initial assessment with our training provider, which includes Maths, English, and technical assessments.

Depending on the timeline of your application, this process will happen in one of two ways:

Pre-Interview: The apprenticeship provider may carry out this assessment prior to the interview stage with the school.

Post-Offer: If you are interviewed before this assessment takes place, any job offer extended by the school will be conditional, subject to the successful completion of all initial assessment activities with the apprenticeship provider.

APPLICATION LINK

The Application Form should be completed using the link below which will take you directly to the National Apprenticeship Service online application form.

Apply now: [Digital Marketing Degree Apprentice](#)

RECRUITMENT DATE(S)

CLOSING DATE	10am 3 July 2026 <i>NB: This position is subject to being closed early.</i>
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Applications received after the closing date/time will not be considered.

DISABILITY

Please complete this section to help us ensure a fair and inclusive recruitment process. Under Section 60 of the Equality Act 2010, we collect this information for the following specific reasons:

- **Adjustments:** To establish whether we need to make reasonable adjustments to enable you to take part in the selection process (e.g., interview access or alternative assessment formats).
- **Positive Action:** To take positive action in supporting employment for disabled people. Applicants with disabilities will be granted an interview if the essential job criteria are met.
- **Suitability for the Role:** To establish whether you will be able to carry out a function that is intrinsic to the work concerned.

FURTHER ASSISTANCE

All information is available in alternative formats. Should you require an alternative format or need any further assistance please contact staffvacancies@durhamsixthformcentre.org.uk.

AFTER SUBMITTING YOUR APPLICATION

If you have not heard from us within 4 weeks please assume that you have been unsuccessful on this occasion.

Shortlisted Candidates Guidance

REFERENCES

All appointments will, in accordance with statutory guidance, be subject to a comprehensive checking process. Staff at Durham Sixth Form Centre work directly with young people therefore the school reserves the right to seek references prior to interview and this may include references from your current, most recent or previous employers. All referees will be asked about disciplinary offences, even those which have expired prior to an offer of employment. Please note that an offer of appointment will not be made until satisfactory references have been received.

DIGITAL CHECKS

An online search will be undertaken for shortlisted candidates as part of the recruitment process on information available in the public domain. Candidates should disclose anything that may be relevant in line with the most current version of Keeping Children Safe in Education. This search does not form part of the shortlisting process and candidates will have the chance to discuss any issues of concern that may arise during this search at interview.

SAFEGUARDING

Providence Learning Partnership is committed to safer recruitment processes, safeguarding and promoting the welfare of children and young people and expects all employees and volunteers to share this commitment. We conduct pre-employment checks in line with the most current version of Keeping Children Safe in Education and the Trust's Safeguarding Policy which is available on our website. It is an offence to apply if you are barred from regulated activity relevant to children.

DBS

An application for an Enhanced DBS certificate will be submitted for all candidates once they have been offered the position. If candidates are registered with the DBS Update Service, they must give Providence Learning Partnership consent to check their status. The Trust complies with the Code of Practice issued by the Disclosure and Barring Service. For posts in regulated activity, the DBS check will include a barred list check. During the recruitment process, any offences, or other matters relevant to the position will be considered on a case-by-case basis.

Please note this post is exempt from the Rehabilitation of Offenders Act 1974. Under the provisions of the Rehabilitation of Offenders Act 1974 (Exemptions) Order 1975, you are required to disclose information concerning convictions including those which for other purposes are regarded as spent under the Act. A disclosure will be requested for the successful applicant for this post.

RIGHT TO WORK

Candidates who have been offered the position will require a UK Right to Work Check.

PRE-OCCUPATIONAL HEALTH

Pre-occupational health checks are an essential part of the selection and recruitment process to assess if any reasonable adjustments are required.

EQUAL OPPORTUNITIES

We are an equal opportunity employer. We want to continue to develop a more diverse workforce and we positively welcome applicants from all sections of the community. With regard to recruitment and selection, the Trust ensures that no job applicant receives less favourable treatment on the grounds of sex, marital status, race, colour, ethnic origin, age, disability, sexual orientation, religion or belief, political beliefs, unrelated criminal conviction(s).

The Equal Opportunities Monitoring Form is not part of the selection process. It will be used purely to monitor diversity of applicants.

CONDITIONAL OFFER OF APPOINTMENT

All offers of employment are conditional, subject to satisfactory pre employment checks including references, enhanced DBS check (with barred list checks), proof of identity, right to work status, qualifications (if applicable) and medical clearance by our occupational health service (if applicable).

Staff Benefits

At our Trust, we deeply value the health and wellbeing of our staff, recognising that a happy, supported team is essential to delivering the best outcomes for our students. We are committed to fostering a positive working environment where staff feel cared for, empowered, and equipped to thrive both personally and professionally.



Pension scheme

All contracted members of staff will be automatically enrolled into either the Teachers' Pension Scheme or the Local Government Pension Scheme (whichever is appropriate).



National terms and conditions

We offer national terms and conditions in line with the School Teacher's Pay and Conditions document (STPCD) and Burgundy Book for teachers or the NJC Green Book for support staff.



Training and development

Professional development opportunities aimed at the continuous process of enhancing your skills, knowledge and competencies discussed with your appraiser on an individual basis.



City centre parking

Durham City Centre barriered private parking for staff whilst at work which extends to free all year round parking, 24 hours a day, 7 days a week, 365 days a year.



Staff wellbeing working group

For the staff, by the staff, our wellbeing working group meet at least 3 times a year and is open to all members of staff. To date the group has raised money for charity, built a Staff Wellbeing portal, organised socials, sporting events and family days out.



Healthcare services

All staff benefit from a range of comprehensive health and wellbeing services including: GP service which gives staff the access to a General Practitioner around the clock, 24/7, access to nurse support services and physiotherapy provided face-to-face at times, dates and locations convenient to our staff.



Live webinars

Online webinars for Mental Health First Aid and Stress Coaching are available to staff which run frequently throughout the year with a choice of dates and times.



Health and Wellbeing

Free Flu vaccines, menopause counselling and access to financial wellbeing coaches through our staff absence insurance policy.



Daily breakfast

We provide a selection of hot drinks, cereals, croissants, toast and jams complimentary each morning in the refectory for staff and students.



Lifestyle

Our lifestyle benefits include shopping discounts with hundreds of online and high street retailers and discounted gym membership.



Free Will Writing Service

Organised through the Financial Guys, all staff are provided with a free single basic Will which also includes a 50% discount for partners.



Blue Light

Blue Light Card have now added Teaching and Support staff to the list of careers that are able to apply for their card. When applying please upload your staff ID badge as evidence.



Working From Home

We are currently trialling working from home. This arrangement supports flexible working and recognises that some tasks, such as planning, marking and resource development, can be carried out more effectively in a quiet, uninterrupted environment.



**THE AWARD FOR UK EMPLOYER
OF THE YEAR: PLATINUM (50-249)**