

# Digital Assistant - Apprentice

## Candidate Pack

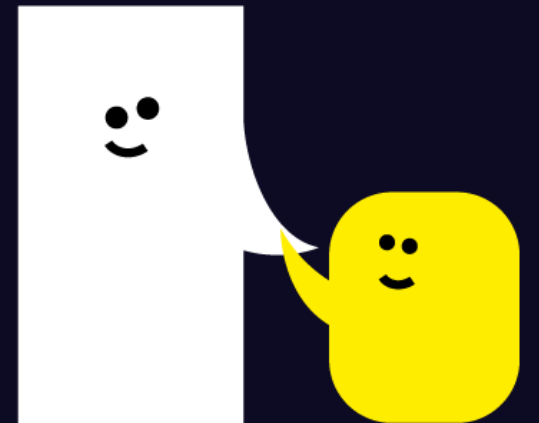
November 2024

[speechandlanguage.org.uk](https://speechandlanguage.org.uk)

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# About Us

Speech and Language UK is dedicated to supporting children and young people with speech and language challenges. Our mission is to ensure that every child can develop the necessary skills to face the future with confidence. Challenges with speech and language affect around 1.9 million children in the UK – or 1 in 5 children - making it a significant issue that impacts various aspects of a child's life, including their academic progress, emotional well-being, and future opportunities.

We work to raise awareness about the challenges faced by children with these challenges. We provide expert advice, tools, and training to families, educators, and other professionals to help spot and support children who struggle with talking and understanding words. This includes offering free resources on our website, running a free advice line , and creating interventions and training programmes to equip educators from early years to secondary schools.

In addition to providing resources, we play an important advocacy role. We speak out so that policymakers and government bodies know the scale and impact of speech and language challenges today.. Through our campaigns and reports, we strive to influence national policy and funding decisions, so that speech and language support is a priority.

We also run two specialist schools and services for children with more complex challenges . These schools provide tailored education and therapy to help children with speech and language to develop their communication skills in a supportive environment. The curriculum is co-designed by speech and language therapists and teachers, so that speech and language development is at the heart of every classroom and every lesson.

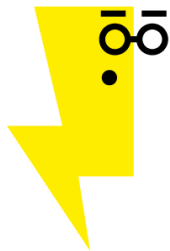
By combining direct services, training, advocacy, and research, we play a vital role in improving the lives of children and young people with communication difficulties, empowering them to reach their full potential.

## Who we are

We are Speech and Language UK – we want every child to face the future with confidence. For 1.9 million children in the UK, learning to talk and understand words feels like an impossible hurdle.

So we give children and young people the skills they need so they aren't left behind, Welcome to Speech and Language UK.

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## Our vision, mission and charitable cause

### Our vision

Every child who is facing challenges with talking and understanding words can look to the future with confidence.

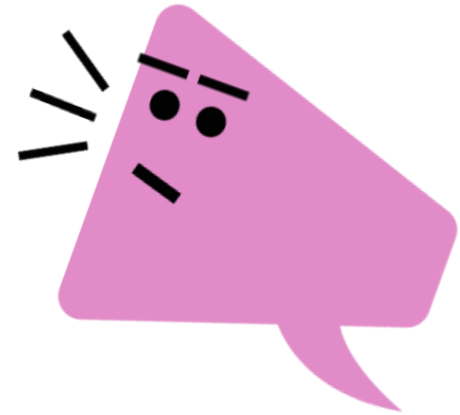
### Our mission

We give children and young people the skills they need so they aren't left behind, waiting to be understood.

We do this by creating tools for schools and nurseries, generating new practices from our two special schools, giving advice and guidance to families and putting pressure on politicians.

### Our charitable cause

For 1.9 million children in the UK, learning to talk and understand words feels like an impossible hurdle. Without the right help this can destroy their world.



# What does Speech and Language UK do?



**Provide innovative tools and training to schools and nurseries**

Our Talk Boost series is proven to help children who face challenges talking and understanding words catch up with their peers. Every year, we train thousands of early years staff and teachers in how to educate children with these challenges.



**Give advice and guidance for families**

Our family support services include our free advice line, webinars, a digital progress checker and assessment centres. We want to provide more advice directly to young people.



**Push for policy change**

We conduct research with young people, families and teachers about the realities of living with a speech and language challenge. We create policy solutions from their and our experiences and we advocate these to Government and all political parties.



**Generate practice from our two special schools**

Our two special schools improve hundreds of children's lives each year and we use them to generate practices that other schools can replicate to change more young lives.

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# Our Aims

Aim 1

**Make speech and language central to more schools' and nurseries' everyday practice across the UK by:**

- Investing in our existing tools and training like *Early Talk Boost*, *What Works and Early Talk*.
- Training teachers and early years staff to use positive speech and language practices every day.
- Launching an online speech and language learning platform.
- Working with partners to create a new screening tool for schools to use.

Aim 2

**Make our two schools leading examples for speech and language practice by:**

- Improving the learning, mental health and independence of our students.
- Upgrading facilities to match our high-quality education and therapy standards.
- Helping other schools by sharing successful approaches from our schools.
- Maintaining the high quality of our education and residential services.

Aim 4

**Make sure speech and language is at the forefront of the political agenda by:**

- Advocating more powerfully for the impact of lack of support for speech and language challenges.
- Sharing stories of affected families, showing the impact on children's education and mental health.
- Influencing policies through our expertise, parliamentary engagement, and media reach.
- Building a much bigger community of families and young people.

Aim 3

**Make sure all families know about speech and language development by:**

- Making our information easier to find and use, including for non-English speakers so that we can reach even more than the 30,000 families who use our website every month.
- Collaborating with new publishers and content providers to reach more families.
- Providing more advice for parents before the birth of their children.
- Creating new tailored advice for young people and expanding outreach.

Aim 5

**Make sure our culture, infrastructure, and funding model is fit for the future by:**

- Enhancing collaboration between our schools and other staff members.
- Developing diversity and anti-racism initiatives and an independent governance review.
- Improving technology and diversifying funding sources for long-term sustainability.

**We demand a country in which every child with challenges in talking and understanding words has the skills they need to face the future with confidence.**

**Together we can achieve it.**

# Why Us

Speech and Language UK is dedicated to creating an inclusive environment for children and young people with communication needs. If you're ready to make a difference in a supportive, mission-driven environment, we'd love to hear from you.

Benefits include:

- Competitive salary
- Defined contribution pension scheme with Aviva. Employer contribution: 4.5%, minimum employee contribution: 3%. This is offered as a salary exchange arrangement. Annual 1:1 "pension surgeries" with Speech and Language UK's pension advisors.
- Life cover for 4 x annual salary with MetLife
- Confidential employee assistance programme (including structured counselling sessions) and wellbeing resources
- Free annual flu vaccination for all employees.
- Cycle to Work Scheme
- 28 days annual leave per annum (plus bank holidays), rising to 30 days after five years continuous service.
- Perkbox - Employee benefits and celebration platform providing hundreds of exclusive perks for staff ranging from discounts on shopping, entertainment and family days out, to gym membership and rewards.
- Enhanced family and special leave policies

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## Digital Assistant: Job description

**Job title:** Digital Assistant (Apprentice)  
**Reports to:** Digital Lead  
**Location:** London (Hybrid) requiring 2 days in London office

### Job purpose:

The primary purpose of the role is to support the Digital, Engagement and Communications team with digital marketing tasks. This will contribute to learning and developing skills that will allow the postholder to have a career in this area.

### Key objectives:

- To assist team members in the Digital, Engagement and Communications team.
- To lead on the delivery of specific projects and tasks as appropriate.
- To gain skills and experience in digital marketing.

### Specific responsibilities:

- To develop engaging content for the organisation's social media channels including paid-for digital advertising. This will also involve regular scheduling and maintenance across all channels and platforms.
- To develop standout and engaging content for our website and blog, as well as editing pre-existing content.
- To develop effective content for email marketing as well as the creation of email templates.
- To support the development of digital marketing plans and campaign development.
- To support with competitor and sector analysis.
- Staying informed of upcoming trends and developments within the field of digital marketing.
- Evaluate data and create reports on key metrics to monitor campaign efficiency and analyse trends.
- To ensure that all digital content is on brief and within brand guidelines.
- To use creative thinking to solve problems, have attention to detail and the ability to work to tight deadlines.
- To liaise with internal teams re project progress.
- To update and rework existing digital content as and when required.
- To undertake any other reasonable tasks, as required, including covering temporary absences within the team.
- To complete project work as directed by the Digital Lead.

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### General responsibilities

- Assist and provide cover for colleagues as directed by your manager.
- Refrain from acting in a manner that in any way endangers yourself, fellow employees, or the public.
- Avoid any behaviour that discriminates against your fellow employees, or potential employees on the grounds of their sex, sexual orientation, marital status, race, religion, creed, colour, nationality, ethnic origin or disability.
- Safeguard at all times confidentiality of information relating to children, staff and Speech and Language UK's work.

- Abide by all relevant Policies and Procedures.

Speech and Language UK is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

This list of duties and responsibilities is by no means exhaustive and the postholder may be required to undertake other relevant and appropriate duties as required. This job description is subject to regular review and appropriate modification.

**Person specification:**

<b>Criteria</b>	<b>Essential</b>	<b>Desirable</b>
Experience	N/A	
Skills, knowledge and attributes	<ul style="list-style-type: none"> <li>• Passionate about a career in digital marketing.</li> <li>• Proficient using social media platforms, scheduling tools, Canva, as well as Microsoft Office.</li> <li>• A great eye for detail with an understanding of what makes effective digital content.</li> <li>• Have the ability to generate original ideas, produce concepts and execute the final content.</li> <li>• Strong written and oral communication skills and able to inspire and enthuse others and to vary the tone and use of language for different audiences and purposes.</li> </ul>	<ul style="list-style-type: none"> <li>• GSCE GCSEs in Maths and English (at grade C or above)</li> <li>• Project Management skills</li> </ul>
Other factors	<ul style="list-style-type: none"> <li>▪ Empathy with the aims and strategy of Speech and Language UK and the cause of better communication skills for children, and the ability to communicate these to others.</li> </ul>	

\*Maths and English Functional Skills test will need to be passed as part of the apprenticeships if these GCSEs or equivalent are not held.



### **How to Apply:**

Please submit your up-to-date CV and a supporting statement of no more than two pages, addressing why you are passionate about marketing and why you would like to join Speech and Language UK to: [jobs@speechandlanguage.org.uk](mailto:jobs@speechandlanguage.org.uk). The deadline for applications is 9am on Monday, 9 December 2024.

### **Additional Information:**

The programme is delivered on a roll on roll off basis. Please apply by **9am on Monday, 9 December 2024** with interviews being held later that week via Teams. We would like you start at the start of January 2025 when initially you will access our internal training and induction, meet the team, and get all that you need before you start your course. For more information on the training providers please see the link: <https://www.marketingcollege.com/apprenticeships/content-creator>

### **Accessibility Support:**

We are committed to ensuring that our recruitment process is accessible to everyone. If you require any adjustments or need to apply in a different format, please contact our People Team at [hr@speechandlanguage.org.uk](mailto:hr@speechandlanguage.org.uk) and we will be happy to assist you.

We are a Disability Confident Committed Employer.

### **Safeguarding:**

Speech and Language UK is fully committed to equality of opportunity and diversity to ensure that we reflect the full breadth of the people we aim to support. We warmly welcome applications from all suitably qualified candidates.

# Thank you

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