

## Job Description

<b>Position / Job Title:</b>	<b>Apprenticeship Programme Developer (Fixed Term) – Digital Marketer</b>
<b>Ref:</b>	<b>269</b>
<b>Location/Building:</b>	<b>Talbot Campus/Dorset House</b>
<b>Faculty/Professional Service:</b>	<b>Bournemouth University Business School</b>
<b>Group/Section:</b>	<b>Department of Marketing, Strategy and Innovation</b>
<b>Duration if Temporary:</b>	<b>Fixed-Term / Secondment until 31<sup>st</sup> July 2025</b>
<b>Normal Hours per Week:</b>	<b>0.5 FTE</b>
	<b>Some flexibility will be required in order to ensure that key time scales and deadlines are met).</b>
<b>Grade:</b>	<b>7</b>
<b>Accountable to:</b>	<b>Director of Apprenticeships and Skills</b>

### Job Purpose

**The Apprenticeship Programme Developer post is funded through an Office for Students bid to grow capacity and capability among English higher education providers to deliver high quality degree apprenticeships provision that meet skills needs now and in the future. They also aim to address equality of opportunity in relation to Level 6 degree apprenticeships.**

The Apprenticeships Programme Developer will work closely with the Director of Apprenticeships and Skills, Project Manager, and staff within the Department of Marketing, Strategy and Innovation, along with other key stakeholders within the University.

The Apprenticeship Programme Developer will manage a portfolio of project responsibilities to develop the Digital Marketer degree apprenticeship approval documentation and teaching delivery materials.

The Apprenticeships Programme Developer will be required to play an important strategic and project management role in the development of an impactful degree apprenticeship that will increase the number of apprentices starts.

### Main Responsibilities

1. Work closely with the Director of Apprenticeships and Skills, Project Manager and relevant colleagues to align the Degree Apprenticeship programme development plans with wider apprenticeship development plans.
2. Work closely with the relevant programme team, and colleagues to scope and develop a detailed plan for the creation of materials for the delivery of the level 6 [Digital Marketer](#) apprenticeship standard.
3. To develop approval documentation in collaboration with the relevant programme team to support the development of the apprenticeship.

4. To develop teaching delivery materials in collaboration with the relevant programme team for the apprenticeship to meet the requirements of the apprenticeship standard and [Ofsted Education Inspection Framework](#).
5. To make a contribution to curriculum innovation and use educational technology actively and effectively.
6. Gain expert knowledge and full understanding of the degree apprenticeships at Level 6 to ensure that the programme design is informed by good practice from across the sector.
7. Attend meetings and working groups representing Degree Apprenticeships as and when required and actively contribute to discussions.
8. Act as an ambassador for the university, promoting our expertise in Degree Apprenticeships and engage with external organisations.

### **Contacts**

**Internal:** All levels of staff across all Academic Faculties and Professional Services

**External:** Prospective and current apprentices, other HEIs and non-HE sector organisations and professionals

### **Challenges**

- Relationship building
- Time management

### **Information Governance Responsibilities**

#### **Data User**

- i. Comply with the associated data protection, information security, information management and information technology regulations, policies, processes and procedures.

### **Safeguarding and Regulated Activity**

If the role involves engaging in regulated activity relevant to vulnerable groups including children and disabled adults, it is an [offence to apply for](#) and perform the role, if a person is barred from engaging in regulated activity. Further information is available in BU's [Safeguarding Policy](#) and Suitability Statement on the Recruitment and Employment of Ex-offenders.

### **Additional Information**

The purpose of the job description is to indicate the general level of responsibility and location of the position. The duties may vary from time to time without changing their general character or level of responsibility.

BU is an equal opportunities employer which values a diverse workforce. The post holder must at all times carry out their responsibilities with due regard to the University's Dignity, Diversity and Equality Policy Statement.

Our highly skilled and creative workforce is comprised of individuals drawn from a broad cross section of the globe, and who reflect a variety of backgrounds, talents, perspectives and experiences to build our global learning community. Through fused activity, the post holder must have an understanding of and commitment to promoting a global outlook.

All employees have an obligation to be aware of the University's Sustainability Policy, Climate and Ecological Crisis Action Plan, Travel Plan and associated documents, and to ensure that they carry out their day-to-day activities in an environmentally responsible manner and inspire students to do the same.

**October 2024**

Position / Job Title: Apprenticeships Programme Developer – Digital Marketer      Position No: 269	
Faculty: Faculty of Health and Social Science Bournemouth University Business School      Date: October 2024	
SELECTION CRITERIA	Essential / Desirable
Knowledge (including experience & qualifications)	
Relevant degree or professional qualification, or equivalent professional experience	E
Expertise in the subject area – normally a Doctorate in a relevant area but qualified at least at Masters or equivalent level	E
Relevant teaching qualification (e.g. Higher Education Academy (HEA) Practitioner or equivalent) or demonstrable teaching experience	D
In-depth understanding of the degree apprenticeships at Level 6 market	D
Broad knowledge of subject area and contemporary issues	E
Growing reputation for excellence in learning and teaching	E
Familiar with current developments in research and scholarship with ability to identify appropriate research options, methods and theoretical perspectives	D
Research active with some evidence of a body of published work and/or artefacts	D
Skills	
Excellent communications and interpersonal skills, with the confidence and ability to build effective relationships at all levels.	E
Excellent planning and project management skills, attention to detail and a focus on results	E
Excellent time management, ability to prioritise and ability to meet deadlines	E
Ability to work on own initiative and as part of a team	E
Excellent IT skills	E
Good academic research skills	D
Attributes	
Ability to problem-solve with the skills to deliver creative solutions	E
Strong commitment to an environment of academic excellence and apprentice experience	E
Confident and articulate	E
Ability to prioritise a demanding workload in a pressured environment and meet strict deadlines	E
High levels of personal commitment	E
Proactive and innovative	E
Commitment to delivering Service Excellence	E