

Work Experience role profile

Role Title	Client Services & Marketing trainee
Department	Client Services & Marketing
Business Unit	Digitalme
Location	Leeds, LS11 9YJ

Everything we do contributes to achieving our purpose: Helping people, organisations and economies develop their skills for growth. This purpose drives everything we do.

Our values

Our values **Imagination**, **Integrity** and **Leadership** are core to everything we do, and makes us who we are. They underpin the way we work, from how we treat our people right through to how we design our products. Living these values in everything you do at the City & Guilds Group will not only make this a great place to work, but ensure you thrive and are successful in your role.

Role purpose

To support the Client Services and Marketing teams in the delivery of Digitalme's mission to use digital credentials to help individuals, colleges and employers to 'see every skill' of an employee or potential employee. Work with new technologies such as Open Badges, Uservice, Clicky and HubSpot to inform the teams of trends in customer feedback and create engaging content for new and existing customers based on these trends. Support and coordinate a project to develop a new digital credential for City & Guilds Group employees and partners.

What you'll be doing

1. Project management
2. User feedback
3. Content creation
4. Platform testing

What you'll learn

1. Project Management

- How to (with support) coordinate a six-week project to develop a new Digitalme digital credential that enables City & Guilds Group colleagues and partners to truly understand digital credentials

2. User Feedback

- How we use Google Analytics, Clicky and Uservoice to understand our customers' needs
- The ways in which to explore our Open Badge platforms, earn your own credentials and provide your user feedback

3. Content Creation

- How to create a blog for our website based on your above explorations
- How to earn the Digitalme work experience digital credentials that are mapped to the City & Guilds Group work experience handbook, creating your own work experience evidence and reflective log

4. Platform Testing

- The processes to be followed when quality assuring the deployment of new developments

What we're looking for

We can't live without you being...

- Curious (Imagination)
 - A creative problem solver who brings new ideas and finds new ways of overcoming obstacles
 - Keen to learn
- Collaborative (Integrity)
 - A team player who enjoys being part of the team, supporting and leading as needed
 - Shares knowledge and expertise
- Compassionate (Integrity)
 - Thoughtful, compassionate and human in their dealings with people
 - Self-aware and aware of their impact on others - emotional intelligence
- Resilient (Leadership)
 - Confident in the face of push back and challenge from others
 - Doesn't lose sight of delivering to high standards even when under pressure
- Confident (Leadership)
 - Motivated to get things done and make them better
 - Pro-active in taking on what needs to be done and using their initiative
- Trusted (Integrity)
 - Goes the extra mile for internal and external customers
 - Takes ownership and accountability

We would love you to have...

- Experience using Excel, Word, Outlook
- Attention to detail and good organisational skills
- Confidence in working with numbers
- Strong communication (verbal and written)
- Experience of working to deadlines