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## **Role profile – Apprentice Public Relations and Communications Assistant**

### **Advanced Apprenticeship / Level 4**

The Apprentice will be supported during their Apprenticeship, working with relevant assistance on service tasks in line with given role. The Apprentice will build on existing skills and develop new specialist skills through the duration of the programme. The Apprentice will be allocated responsibility for work to meet the requirements of the Apprenticeship Standard and the role within the service area. The Apprentice will be responsible for the delivery of specific outcomes associated to the work allocated and may be required to research and gather relevant information in line with the service area.

This Apprenticeship is equivalent to Higher National Certificate and there is an expectation that the Apprentice will have English and Maths at level 2 prior to entering the End Point Assessment (EPA) process at the end of the Apprenticeship.

This Apprenticeship can be aligned to entry level roles with the requirement that the Apprentice undertakes and records 20% of their work time engaging with training or development related to the Apprentice role.

Dependant on the type of Apprenticeship an Enhanced Disclosure and Barring Service process may be required (DBS check)

### **Standard/ Framework Title - Public Relations and Communications Assistant**

<b>Department:</b>	Communications
<b>Directorate:</b>	Resources and Organisational Development
<b>Apprenticeship contract length:</b>	14 months
<b>Hours:</b>	<b>37</b>
<b>Salary:</b>	<b>£23,665.20</b>
<b>Location:</b>	Oaklands, Haywards Heath

## **Overview of the role:**

The Apprentice Public Relations (PR) Assistant & Communications Assistant will work closely with the communications team to support a busy press office and communications function for the Council. Under supervision this varied role will cover the foundations of public relations and communications including planning PR campaigns and strategies, monitoring and reacting to the public and media's opinion, writing and pitching press releases, creating content for the Council's printed and online collateral.

Working in-house for the Council, you will help shape the local community's view of the Council and seek ways to influence opinions and behaviour in the most effective way. You will help take the Council's key priorities and translate them into key messages, campaigns and initiatives that engage residents and stakeholders. You will use digital and communication expertise to support the day-to-day delivery of effective campaigns, to deliver specific Council objectives including supporting social media activity, press releases or planning events.

You will work with a cross-section of Council departments to ensure you have a solid understanding of the work being done, identifying where communications activities can support initiatives, and where work can be done to mitigate potential reputation issues.

## **Principal duties and responsibilities:**

- Under supervision manage and develop the Council's social media channels including developing and posting content and monitoring all mentions and local activity to gain a full understanding of the community's issues.
- Monitoring the news agenda and maintaining an up-to-date media database.
- With support produce a full range of digital and traditional content including social media calendars, press releases, website copy, brochure content, media statements, and newsletter articles.
- Support production of non-written content e.g film production, designers, infographic designs etc.
- Attend and document Council events and initiatives, including accompanying councillors to events to collect images and videos that can be used across various forms of content.
- Under supervision distribute content to key stakeholders including the media and towns and parish councils to amplify campaigns and support engagement.

- Overseeing the Council's communications calendar

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**Personal qualities:**

Organised

Friendly personality

Punctual

Hard working and ambitious

Well presented

Excellent timekeeping

Confident

**The post holder will be expected to:**

To complete all required elements of the agreed apprenticeship training and attend any college or training events as directed.

To act in accordance with the council's Constitution and other Codes of Conduct.

To participate in staff development and training as appropriate, and participate in development and team conversations.

To comply with the council's agreed policies and procedures including but not limited to Health and Safety, and Equal Opportunities Policies, the Data Protection Act, Freedom of Information Act, Financial Management Regulations and other relevant Council and Government Regulations, Directives and City-wide priorities.

To undertake any other tasks, duties and responsibilities as directed and appropriate to the grade and role of the post subject to any reasonable adjustments under the Disability Discrimination Act 1995 as incorporated into the Equality Act 2010.

To participate in the wider development of the service and contribute to service improvement as required.

## Person Specification

### Advanced Apprenticeship / Level 4

<b>Requirements</b>	<b>ESSENTIAL</b>
<b>1. Personal Skills</b>	<ul style="list-style-type: none"><li>• Good written and oral communication skills</li><li>• A high level of self-motivation, personal drive and enthusiasm</li><li>• A genuine interest to grow and develop a career in communications</li><li>• Ability to work as part of a team and under own initiative</li><li>• Flexibility and adaptability</li><li>• Commitment to working in customer focused environment</li><li>• Ability to organise and prioritise workload</li><li>• Have attention to detail</li><li>• Solution focussed</li></ul>
<b>2. Experience</b>	<ul style="list-style-type: none"><li>• Previous relevant work experience</li></ul>
<b>3. Knowledge</b>	<ul style="list-style-type: none"><li>• A good understanding of the role and function of corporate communications</li><li>• Knowledge of social media platforms and the role of different media to engage and communicate with an audience</li></ul>
<b>4. Special Requirements</b>	<ul style="list-style-type: none"><li>• Willingness to attend additional training as appropriate</li></ul>
<b>5. Education</b>	<ul style="list-style-type: none"><li>• GCSE passes at Grades A – C in Maths and English or passes in relevant college entry numeracy/literacy tests</li><li>• A level Qualification or relevant level 3 Apprenticeship</li><li>• Other service specific training</li></ul>