

Apprenticeship Job description

| Vacancy Details | |
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| Vacancy Title | Public Relations and Communications Assistant Apprentice |
| Number of positions available | One |
| Short Description: <ul style="list-style-type: none"> Overview of the role and how it fits within the organisation <p>(Maximum of 255 characters)</p> | <p>We have an exciting opportunity for someone to join us as a Public Relations and Communications Assistant Apprentice to join our dynamic and busy Communications team on a 3-year fixed term contract.</p> <p>You will work towards a Level 4 Public Relations and Communications Assistant qualification, so we are looking for someone who is creative and eager to learn new skills.</p> <p>The successful candidate will gain a wealth of experience and knowledge in the different communications disciplines, namely media management, internal communications, social media, creative and design, website and digital and printing.</p> <p>In communications, no two days are ever the same – from planning and delivering exciting and dynamic content for residents, staff, and members, to dealing with media enquiries and creating social media content.</p> <p>As a Public Relations and Communications Assistant Apprentice you will get to be part of a thriving, Local Government communications team and be hands-on with the creation of internal communications, member updates, press release writing, website updates, video creation and social media, as well as gaining a qualification.</p> <p>What does the role involve?</p> <p>You will:</p> <ul style="list-style-type: none"> - Provide high quality support and contribute to the daily tasks of the communications service by assisting with a range of activities including social media, internal communication and media handling. |

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| | <ul style="list-style-type: none"> - Support the communications team with the creation and delivery of innovative communications, campaigns and social media content that helps the council meet its organisational objectives. - Assist with effective communications and engagement between the council and its residents, employees, elected members and other stakeholders. |
| <p>Full Description:</p> <ul style="list-style-type: none"> • The department, area or team that the vacancy applies to • Key responsibilities • The day to day contact within the organisation | <p>The Public Relations and Communications Assistant Apprentice will sit as part of the council's Communication team which is responsible for enhancing and supporting the work and reputation of the organisation through the provision of intelligent, timely, high-quality communications.</p> <p>Key duties will include:</p> <ul style="list-style-type: none"> - Monitoring and responding to emails in the Communications inbox. - Helping to develop news stories for local, regional and national media. - Assisting with the drafting and posting of news stories on our intranet. - Supporting the Internal Communications Senior Officer with the redesign of our intranet. - Helping to create content for social media and scheduling content. - Monitoring of social media channels. - Supporting with website page updates. - Supporting with the council's print room operation. - Researching new communications tools and techniques and how to reach specific audiences. <p>Skills and knowledge required:</p> <ul style="list-style-type: none"> - Good general education or equivalent experience including at least Level 4 in English and Maths. - Experience of working with the public. - Knowledge of Peterborough ideally. - IT Literate. - Ability to manage own time and workload. - Ability to multi-task. <p>Communications:</p> <ul style="list-style-type: none"> - Ability to write stories with good attention to detail and grammar. - Good understanding of how to grab your audience with creative writing. |

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| | <ul style="list-style-type: none"> - Good verbal communication skills and the ability to converse with people with ease. - Uses the most appropriate channels to communicate effectively. Demonstrates agility and confidence in communications, carrying authority appropriately. - Understands and applies social media solutions appropriately. Answers questions from inside and outside of the organisation, representing the organisation or department. <p>Quality:</p> <ul style="list-style-type: none"> - Completes tasks to a high standard. - Demonstrates the necessary level of expertise required to complete tasks and applies themselves to continuously improve their work. - Is able to review processes autonomously and make suggestions for improvements. - Applies problem-solving skills to resolve challenging or complex issues. <p>Planning and organisation:</p> <ul style="list-style-type: none"> - Takes responsibility for initiating and completing tasks. - Manages priorities and time in order to successfully meet deadlines. - Positively manages the expectations of colleagues at all levels and sets a positive example for others in the workplace. - Makes suggestions for improvements to working practice, showing understanding of implications beyond the immediate environment (e.g. impact on residents, councillors, other parts of the organisation). <p>Behaviours:</p> <ul style="list-style-type: none"> - Behaves in a professional way. This includes: personal presentation, respect, respecting and encouraging diversity to cater for wider audiences, punctuality and attitude to colleagues, customers and key stakeholders. <p>The postholder will receive support from every area of the Communications team and be line managed by our Internal Communications Senior Officer.</p> |
| Future Prospects | |
| This should be completed so that candidates can see the opportunities which the vacancy | There is a huge opportunity here for the postholder to gain a wealth of experience and knowledge in the basics of communications which will put them in a good position when considering their next career steps. |

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| could lead to, but this must be realistic. A low starting wage may be offset by the prospects | A successful three-year placement with the council could lead to opportunities within the team when vacancies arise, or indeed elsewhere within the council. The variety of services provided by the council makes it a very interesting place to work and also offers lots of opportunities to move between departments. | | |
| Expected Duration | Three years | | |
| Weekly Wage: Current minimum apprentice wage is £5.28 per hour | Can you please indicate in this box the WEEKLY WAGE i.e £100.00 per week. £129.00 – this may be less due to TTO working | | |
| | Hourly rate: | Year 1: £21,700 per annum Year 2: £24,800 per annum Year 3: £27,900 per annum | |
| | Hours per Week: | 37 | |
| | Working hours: e.g. 9am – 5pm | 9-5 | |
| About the Candidate | | | |
| Qualifications they will undertake: | Level 4 Public Relations and Communications Assistant apprenticeship. | | |
| Skills required: List the key skills (technical and soft skills) sought. | <ul style="list-style-type: none"> - Good general education or equivalent experience including at least Level 4 in English. - IT Literate. - Ability to manage own time and workload. - Ability to multi-task. - Ability to write stories with good attention to detail and grammar. - Good understanding of how to grab your audience with creative writing. - Good verbal communication skills and the ability to converse with people with ease. - Uses the most appropriate channels to communicate effectively. - Understands and applies social media solutions appropriately. - Answers questions from inside and outside of the organisation, representing the organisation or department. - Completes tasks to a high standard. - Demonstrates the necessary level of expertise required to complete tasks and applies themselves to continuously improve their work. - Applies problem-solving skills to resolve challenging or complex issues. - Takes responsibility for initiating and completing tasks. - Manages priorities and time in order to successfully meet deadlines. | | |

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| Personal Qualities: Identify the key personal qualities required for the role. | <ul style="list-style-type: none"> - The ability to work well as part of a team. - Builds and maintains positive relationships within their own team and across the organisation - The ability to speak to people and ask questions to be able to understand a situation or story better. - Positive mind-set and a can-do attitude. - Exercises proactivity and good judgement. - Makes effective decisions based on sound reasoning and is able to deal with challenges in a mature way. - Seeks advice of more experienced team members when appropriate. |
| Qualifications Required: List the key qualifications for this role. | Level 4 or above in English and Maths. |