



**Public Relations
and Communications
Assistant**
Level 4

Seetec
OUTSOURCE



Public Relations and Communications Assistant

Programme overview

Level: 4

Duration: Approximately 15 months
(+3 months for end-point assessment)

Who is the programme suited to?

This programme is suited to individuals working in a communications role, either in an agency or in-house for an employer. Their role will involve communicating with a range of different stakeholders, including the media, the public or internal colleagues to build, protect and maintain a positive reputation for brands, organisations or individuals.

This programme will equip them with the knowledge, skills and behaviours needed to effectively communicate their client's or organisation's message in order to influence opinions and behaviour. They will learn how to research and understand their client's/organisation's goals and use their digital and communications expertise to support the effective delivery of campaigns. This could take various forms, including supporting social media activity, writing blogs and press releases or planning events.

TYPICAL JOB ROLES

- PR and communications assistant
- Junior public relations executive
- Campaign assistant
- Junior publicist
- Public affairs assistant
- Junior press officer
- Junior account executive

Key learning outcomes

Knowledge

- Current affairs, the PR industry, the media and marketing
- Finance processes related to PR campaigns
- Principles of operational management
- Use of IT in the delivery of campaigns
- Planning and production processes involved in building campaigns
- Public relations and communications objectives

Skills

- Uses IT effectively to support campaigns
- Builds effective relationships and interpersonal communications
- Can carry out campaign support tasks, including desk research, event co-ordination, database management and reporting
- Can produce a range of written content, using an accurate and effective communication style tailored to different audiences and media
- Can support the production of non-written content, including film production, live video streaming, social image creation and infographic production
- Distributes content to maximise positive communications opportunities
- Analyses the impact of communications activity and reports back in a meaningful way

Behaviours

- Enthusiastic and can-do attitude
- Proactively updates colleagues
- Has an awareness of pressures facing other members of the team and offers support as needed
- Committed to getting the job done
- Punctual and reliable
- Personal responsibility
- Demonstrates creativity

Learner journey

This is an example learner journey and the timeline for completion may vary. The apprenticeship development coach (ADC) and the employer will agree when the learner is ready to be submitted to gateway for end point assessment (EPA).





Programme delivery

Apprentices follow a personalised learning plan tailored to their organisation and role. Supported by an experienced development coach, they undertake a range of 'blended learning' activities that can usually be completed in the workplace.

Blended learning activities could include:

- Facilitated workshops
- E-learning
- 1-2-1 coaching
- Self-directed learning
- Collaborative learning
- Research
- Industry visits
- Work shadowing
- Mentoring
- Assignments

All apprentices need to demonstrate that they have achieved a level 2 or above in English and maths before they can proceed to end-point assessment.

Learners who have not yet achieved a level 2 (or equivalent) in English and maths will be supported by a functional skills tutor to ensure they meet the minimum requirements for certification.

Why Seetec Outsource?

Part of the employee-owned Seetec group, we're one of the UK's leading providers of employment and training. We have more than 35 years' experience helping businesses and individuals to unlock potential through high-quality apprenticeships, skills training and work-based learning programmes across a range of sectors and occupations.

Our approach is consultative and we aim to be partners in our clients' success. We work closely with employers to gain an understanding of organisational objectives and workforce learning and development needs, helping them to select the right training solutions for their business. We then design and deliver programmes tailored to the needs of the organisation and the learners we support, with a focus on ensuring programme outcomes can be evidenced through improved practice in the workplace.

We also bring an energy and positive attitude that stems from our employee-owned status. Every Seetec colleague is encouraged to innovate, strive for excellence and take responsibility for their overall contribution to the business. These are values that we instil throughout our work.

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