

## Job description and employee specification template

<b>Job title:</b>	PR and Communications Assistant Apprentice	<b>Location:</b>	Witney or Cirencester
<b>Reports to:</b>	Head of Communications	<b>Working hours:</b>	37 per week
<b>Job number:</b>	TRA-10199	<b>Salary range:</b>	£12,000 per annum
<b>Supervises:</b>	Not applicable		
<b>Purpose:</b>	<p>The communications team provides valuable support to Publica's member councils creating and implementing campaigns; providing timely and accurate information to the media and offering professional advice regarding the protection and promotion of each organisation's reputation to councillors and senior officers.</p> <p>You will complete the Public Relations Assistant Level 4 Apprenticeship through a practical, work-based scheme that allows you to learn, work, earn money and get nationally recognised qualifications all at the same time.</p> <p>This is a rare opportunity which offers a brilliant experience in public sector communications.</p>		
<b>Key responsibilities:</b>	<ul style="list-style-type: none"> <li>• Assist with the management of social media accounts</li> <li>• Write copy for a variety of purposes – press releases, social media, websites</li> <li>• Log and handle basic media queries</li> <li>• Offer evaluation support through the collation of reports</li> <li>• Monitor and report on media coverage</li> <li>• Produce/maintain media distribution lists</li> <li>• Support the team in campaign planning sessions</li> <li>• Support production of non-written content (video/photo/infographics)</li> </ul> <p><b>This job description sets out the key outcomes required. It does not specify in detail the activities required to achieve these outcomes.</b></p> <p><b>General Accountabilities</b></p> <ul style="list-style-type: none"> <li>• Working to add value to, and be a valued member of the team, and to be valued by customers</li> <li>• The post holder is responsible to maintain a safe working environment and ensure as reasonably practicable that safe working practices are adopted by employees within this work environment</li> <li>• Work in compliance with the Codes of Conduct, Regulations and policies of Publica</li> </ul>		

	<ul style="list-style-type: none"> <li>• Exercise proper and absolute integrity in respect of all confidential matters and the confidentiality of personal and sensitive information;</li> </ul>	
<p><b>Essential requirements, qualifications, skills and abilities:</b></p>	<p><b>Qualifications</b></p> <ul style="list-style-type: none"> <li>• Minimum three A-levels or equivalent is desirable</li> <li>• GCSE Level 9 - 4 (formerly A* to C) Maths and English</li> </ul> <p><b>Requirements</b></p> <ul style="list-style-type: none"> <li>• Experience in using social media and a basic understanding of analytics</li> <li>• Good understanding and interest in current affairs, the PR industry, the media and marketing</li> <li>• Creative personality who enjoys writing/content production and finding innovative solutions to a challenge</li> </ul> <p><b>Skills</b></p> <ul style="list-style-type: none"> <li>• Good IT skills - MS Office</li> <li>• Excellent verbal and written communication skills</li> <li>• Effective communicator at all levels</li> <li>• Is a flexible team-player who is willing to learn</li> <li>• Is customer focussed, responsive, and co-operative with customers</li> <li>• Is proactive/self-motivated</li> <li>• Prioritises and meets tight deadlines</li> <li>• Has strong attention to detail</li> </ul>	
<p><b>Desirable requirements qualifications, skills and abilities:</b></p>	<ul style="list-style-type: none"> <li>• Ability to take quality photographs and make basic videos</li> </ul>	
<p><b>Special conditions:</b></p>	<ul style="list-style-type: none"> <li>• There may be a requirement to work at other Publica Group Limited and/or client locations to meet the needs of the business</li> <li>• Expected to work reasonable additional hours in line with the needs of the service</li> <li>• You will need use of a car for work purposes</li> </ul>	
<p><b>Date of Issue:</b></p>		
<p><b>Date reviewed:</b></p>		
<p><b>Reviewed by</b></p>	<p><b>Name: Rachel McQuilliam</b></p>	<p><b>Job title: Head of Communications</b></p>