

## Level 4 Public Relations and Communications Apprenticeship Job Description

### Role Purpose

This is an entry level role aimed at bringing new talent into the organisation and offering a development opportunity to someone in our community.

The focus of this apprenticeship will be on:

- Supporting the work of the council by contributing to the delivery of services and projects allocated and supported by a supervising manager
- Learning the knowledge, skills and behaviours required of the role
- Completing a programme of study at level 3 which is relevant to the role
- Learning to model Surrey County Council's Values
- Carrying out the role with enthusiasm, integrity and professionalism
- Look for opportunities to promote positive stories about the work of the council across various digital platforms.
- Develop strong writing and editing skills across a range of media, including digital, to ensure a high quality of publicity material.
- Create fun and engaging content for our social media channels, supporting a range of campaigns

### Work Context

The communications service works with the leadership of the council to promote the aims and achievements of the council to residents, partners, and key stakeholders.

This service plays a key role in liaising with stakeholders both within the council and externally. Ensuring the delivery of high-quality communications service that promotes the needs of individual services of the council, while supporting the overall objectives of the council.

### Representative Accountabilities

- Undertake a course of studies and develop a broad range of skills within the requirements of the service to achieve a nationally recognised Apprenticeship
- To develop a working knowledge of Surrey County Council's policies and procedures in line with the requirements of the Apprenticeship standard
- Provide high standards of performance to ensure that the service continues to operate efficiently and effectively

- Under supervision work closely with other team members to assist in a range of projects and service developments.
- Through personal example promote the values and behaviours (including equalities) that underpin the Council's organisation strategy.
- Develop written and non-written content and schedule this content for publication/distribution according to the public relations and communications or campaign plan.
- Research, analyse and evaluate campaigns against key performance indicators (KPIs) to prepare future campaigns.
- Support the Public Relations and Communications' team with routine administrative, logistical, and time-sensitive tasks
- Monitor media to keep up to date with current affairs and build knowledge of the journalist and media landscape.
- Contribute to team development through sharing relevant knowledge and skills when required.
- Duties for all  
 Values: To uphold the values and behaviours of the organisation.  
 Equality & Diversity: To work inclusively, with a diverse range of stakeholders and promote equality of opportunity.  
 Health, Safety & Welfare: To work alongside colleagues in the maintenance of a safe working environment reporting incidents, accidents, repairs and maintenance promptly and taking appropriate action as required. Adherence to safe working under the health and safety policy is required.  
 To have regard to and comply with safeguarding policy and procedure as appropriate.

## Education, Knowledge, Skills & Abilities, Experience and Personal Characteristics

- Ability to work towards and achieve a level 4 apprenticeship
- Educated to GCSE level (or equivalent)
- GCSE 9-4/A\*-C in Maths (or equivalent) or ability to work towards level 2 maths
- GCSE 9-4/A\*-C in English (or equivalent) or ability to work towards level 2 English

## Details of specific qualifications and/or experience required for role in line with role outputs

Use this section to add any specific qualifications or experience required for this role. This may include an interest in a specific sector or field. If not applicable please mark n/a.

## Role summary

Roles at this level typically work as part of a team performing routine duties to support the team. They will usually have little prior knowledge or experience and will be interested in pursuing a career in the organisation but require training. Tasks are generally straightforward within established routines and procedures and under regular or direct supervision, and training is provided for more complex tasks. There is a need to plan and prioritise work and training activities. They are given the opportunity to

learn about a range of activities and procedures, developing capabilities through learning on the job and/or formal study.