

PR AND COMMUNICATIONS ASSISTANT



MODULE ONE

WHAT IS PUBLIC RELATIONS (PR)?

- The meaning of Public Relations and why it's an important channel
- Corporate Affairs and the media landscape
- Identifying good and damaging PR stories and explaining why they are considered good or bad
- The role of the PR and Communications function

MODULE TWO

BRAND AND REPUTATION MANAGEMENT

- How brand and reputation are intrinsically linked
- Why reputation management is so important and how much control an organisation actually has over its reputation
- Internal communications, employee engagement & change management
- Identifying and evaluating stakeholders
- Crisis planning and management

MODULE THREE

PR AND COMMUNICATIONS STRATEGY: SITUATION ANALYSIS, OBJECTIVES

- How to develop effective communication plans
- The external environment and its impact on organisation goals; using situation analysis tools
- How PR and Communications objectives support the organisation's vision, mission and values

MODULE FOUR

PR AND COMMS STRATEGY PART 2: COMMUNICATION BASICS, KEY MESSAGES

- Forms of communication including body language, written word, verbal and visual
- Communication as a two-way process including active listening and the barriers to communication
- How to create detailed, audience-specific messaging as part of the creative process of delivering any campaign or project

MODULE FIVE

PR AND COMMS STRATEGY PART 3: CHANNELS AND DIGITAL COMMUNICATIONS

- Channels and tools used in traditional and digital PR
- How social media supports business objectives
- Using social media in a business environment
- Social media best practice
- How company websites and video support PR and communications

MODULE SIX

PR AND COMMS STRATEGY PART 4: TIMINGS, BUDGETS AND MONITORING

- The key phases of managing a PR project
- How to plan and monitor a program of activities to achieve SMART objectives
- How to research, brief and select an agency or supplier
- The principles of finance processes related to budgeting for PR

MODULE SEVEN

PR AND COMMS STRATEGY PART 5 (MEASUREMENT AND EVALUATION)

- What to measure and why in PR and Communications
- Performance metrics and key performance indicators
- Measuring PR and communications activity including press coverage and social media monitoring
- Balanced Scorecards and how they can be adapted to measure events

MODULE EIGHT

CREATING COMPELLING CONTENT

- Understand how powerful the effective use of language can be
- Effective proofreading techniques
- Techniques for writing clear and compelling content for different audiences
- How to write a press release that grabs the attention of journalists
- How to create compelling content for different media

MODULE NINE

BUILDING AND DELIVERING A PR CAMPAIGN

- Recap modules one to eight
- How to build and deliver a PR and Communications campaign

GATEWAY READINESS AND END POINT ASSESSMENT



- Knowledge Test - one hour multiple-choice test
- Project Showcase - project report, presentation and Q&A which showcases a work-based project



LIVE TUTOR LED SEMINARS FOR EACH MODULE PLUS 1-2-1 COACHING SESSIONS



SUPPORT FROM NEURODIVERSITY SPECIALIST