INTRODUCTION

ESSENTIALS OF PR AND COMMS

- Intro to PR and Comms
  - Key considerations of the job, Introduction to the role / sector, Behaviours, Mindset
- Organisational Structure and Strategy
  - Company structure, Business objectives, Stakeholder management, Legal, regulatory and risk, Sustainability
- Communication Strategy
  - Communication plans, Communication techniques, Technology

1 month

MODULE ONE

INTERNAL AND EXTERNAL MEDIA

- Press office
- Adapting comms for internal and external purposes
- Reputational risk
- Codes of practice
- Evaluation of media

Project: Produce an internal release or press release in line with business and communications objectives

3 months

MODULE TWO

DIGITAL MEDIA

- Social media channels
- Video
- Infographics
- IT packages
- Codes of conduct
- Evaluation of digital media

Project: Create digital content with identified audiences and channels, in line with business and communications objectives

3 months

MODULE THREE

WRITTEN COMMUNICATIONS

- Press releases
- Copy
- Newsletters
- Blogs
- Codes of conduct
- Evaluation of written communications

Project: Prepare and publish a piece of written content in line with a communications strategy

3 months

PERSONAL PROJECT WORK AND EPA PREPARATION

- Skills coaching
- Application of knowledge
- Portfolio building
- Small group round tables
- EPA preparation

2 months

GATEWAY READINESS AND END POINT ASSESSMENT

1. Written project report with presentation and questioning
2. Professional discussion underpinned by a portfolio of evidence

4 months

LIVE TUTOR LED SEMINARS AND ROUND TABLES PLUS REGULAR 1-2-1 COACHING SESSIONS

SUPPORT FROM NEURODIVERSITY SPECIALIST

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