

Apprenticeships for PR & Communications Assistants



For more information scan the QR code or contact the team via sales@jga-group.co.uk or 020 8426 2666

Duration: 16 months

Apprentices gain the knowledge, skills and behaviours they need to produce and distribute content, support campaigns, build internal and external stakeholder relationships and evaluate success. The apprenticeship trains participants to be proactive, communicative, enthusiastic, punctual, committed and creative.

No dusty academics here: our apprentices are taught with both experience and enthusiasm by real practitioners. They combine coaching skills with an ability to hold their own in any PR or comms setting!

Since 2019, we have trained more than 200 communications apprentices, making us the market leader! We are delighted that our blue-chip clients range across public, private and third sectors. 39 private sector organisations and 70 public sector bodies right across the country trust us to provide great communications apprenticeships.

Congratulations to our three apprentices who were shortlisted for the 2024 CIPR Outstanding Young Communicator Award.



Delivery Model

The course is delivered through full or half day seminars, project work, round tables and coaching from an experienced public relations professional, as well as virtual classroom and pre-recorded lessons. Teaching is delivered remotely and there is a programme of regular start opportunities.

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The support and guidance I have been provided by JGA...has been outstanding. Initially when starting I was very shy and anxious and I struggled hugely with my self-esteem and confidence. My coaches and tutor were able to instantly understand this and created a safe and supportive environment. We were able to discuss options that would help me to comfortably start to explore my hidden strengths and everything was done at my pace.”

PR & Communications Assistant

www.jga-group.com/apprenticeships

The course begins with foundational learning covering the essentials of public relations and communications. This is followed by three modules of three months each.

Essentials of PR & Communications

- Intro to PR and comms
- Organisational structure and strategy
- Communication strategy



1 Internal and External Media

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



2 Digital Media

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



3 Written Communications

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

Personal Project Work

- Skills coaching
- Application of knowledge
- Portfolio building
- Small group round tables
- Preparation for end point assessment

Assessment

Written project

Written report with presentation and questioning

Professional discussion

Structured discussion with an independent assessor based on a portfolio of evidence

The training element of the course will take 12 months, with 4 months for end point assessment. Successful apprentices will be eligible for membership of the Public Relations & Communications Association (PRCA)