Apprenticeships for the Voluntary Sector

January 2024
Our Apprenticeships

Our apprenticeships are a 15 to 24-month investment in your charity’s fundraising, marketing and other functions. Our programmes provide an opportunity to become more digitally focused, and can be used to re-skill or upskill your organisation.

By imparting knowledge, as well as developing critical soft skills and behaviours, learners are able to achieve an industry-defined ‘competence’ in a given job role – whether they are an existing member of your team, or a new recruit.

Each of our apprenticeships is:

- Specialist
- Professional quality
- Open to all ages
- Diverse and inclusive
- For graduates and non-graduates
- For existing staff and new recruits
- Tailored to your organisation’s context

Our delivery model is typically a monthly full-day or twice monthly half-day seminar delivered live (in person or online) to small groups, supplemented by expert one-to-one skills coaching and pastoral support.

Our team of tutors and coaches are all skilled professionals in their fields who continue to work within their specialism, and we also invite guest speakers to join the sessions.

We work closely to support line managers with planning and organising in-work aspects of apprenticeships to ensure that impact is high and compliance is maintained, providing a consolidated Workplace Development Plan.

What does it cost?

For large organisations (with a pay bill of over £3 million), apprenticeship training can be fully funded by the Apprenticeship Levy.

For smaller organisations, the Government meets at least 95% of the training cost (100% of the costs can be Government funded if your organisation has fewer than 50 employees and you are hiring a young apprentice).

Employers can claim additional incentive payments for hiring an apprentice, along with an exemption from employer National Insurance Contributions for those aged under 25.

Find out more about here: Funding an apprenticeship (apprenticeships.gov.uk)
About us

The JGA Group is a well-established independent training provider, founded by Jane Goodwin in 1991 and now run by her son, Richard.

Our vision is to empower our customers to move forward and to develop futures.

With a 30-year history of vocational training, we have a good reputation, and we believe that we have market-leading positions in several apprenticeship standards.

Our existing clients include national and local voluntary sector organisations: National Emergencies Trust, Save The Children, St Michael’s Hospice and The National Lottery Community Fund.

99% of apprentices say coaching/tuition is Excellent or Good. In the government’s official measure of employer satisfaction, we are rated as “Good”.

We were named Education and Training Provider of the Year 2023 at the West London Business Awards.

In 2021, we received The Queen’s Award for Enterprise in recognition of our outstanding achievements in Promoting Opportunity through social mobility. JGA was specifically recognised for “creating supportive environments for diverse learners to progress and succeed.”

Our focus on inclusivity and diversity was also recognised in November 2020 as we won BAME Apprenticeship Awards Learning Provider of the Year.

Full and Part-time Fundraisers

JGA is delighted to offer our Fundraiser apprenticeship to those working either full-time or part-time in fundraising (minimum of 20 hours per week for the part-time option).

Our programme has been developed and is delivered by fundraisers who have decades of experience in practical and strategic fundraising for small and large charities.

Interactive online seminars led by expert tutors are combined with research tasks and individual study, as well as real-time workplace activities and regular skills coaching.

Find out more on page 10.

Contact us

This catalogue will give you a flavour for the opportunities offered by JGA. For more information, you can contact:

Laura Thurlow BEM
Business Development Manager
T: 0203 869 0244
laura.thurlow@jga-group.co.uk

Or visit www.jga-group.com
## Contents

<table>
<thead>
<tr>
<th>Qualification</th>
<th>Level</th>
<th>Duration</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Administrator</td>
<td>Level 3</td>
<td>15 months</td>
<td>5</td>
</tr>
<tr>
<td>Content Creator</td>
<td>Level 3</td>
<td>15 months</td>
<td>6</td>
</tr>
<tr>
<td>Creative Digital Design Professional</td>
<td>Level 6</td>
<td>3 years</td>
<td>7</td>
</tr>
<tr>
<td>Digital Community Manager</td>
<td>Level 4</td>
<td>16 months</td>
<td>8</td>
</tr>
<tr>
<td>Event Assistant</td>
<td>Level 3</td>
<td>15 months</td>
<td>9</td>
</tr>
<tr>
<td>Fundraiser</td>
<td>Level 3</td>
<td>15 months</td>
<td>10</td>
</tr>
<tr>
<td>Marketing Executive</td>
<td>Level 4</td>
<td>15 months</td>
<td>11</td>
</tr>
<tr>
<td>Marketing Manager</td>
<td>Level 6</td>
<td>19 months</td>
<td>12</td>
</tr>
<tr>
<td>Multi-Channel Marketer</td>
<td>Level 3</td>
<td>17 months</td>
<td>14</td>
</tr>
<tr>
<td>Policy Officer</td>
<td>Level 4</td>
<td>18 months</td>
<td>15</td>
</tr>
<tr>
<td>Public Relations and Communications Assistant</td>
<td>Level 4</td>
<td>16 months</td>
<td>16</td>
</tr>
<tr>
<td>Service Designer</td>
<td>Level 6</td>
<td>19 months</td>
<td>17</td>
</tr>
</tbody>
</table>

### Notes

Further Government guidance is available here: [Employing an apprentice: Get funding - GOV.UK (www.gov.uk)](https://www.gov.uk)
<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Professional Development Portfolio 1</strong></td>
<td><strong>Professional Development Portfolio 2</strong></td>
<td><strong>Professional Development Portfolio 3</strong></td>
</tr>
<tr>
<td>The aim of this module is to help you reflect on your continuing practice as an apprentice in order to be able to assess and evaluate the experience in your workplace.</td>
<td>The aim of this module is for you to demonstrate an understanding of the life cycle of a campaign project from brief through concept, creative articulation, refinement/iteration and delivery, including familiarity of market-standard design management software.</td>
<td>Continuing from the year 1 and 2, the purpose of this module is for you to continue to gather evidence about and consider your workplace as a site of learning.</td>
</tr>
<tr>
<td><strong>Creative Project Management</strong></td>
<td><strong>Brand Management</strong></td>
<td><strong>Project Management and Innovation</strong></td>
</tr>
<tr>
<td>The aim of this module is to offer you an in-depth exploration of managing end-to-end creative digital design projects for a range of different contexts and environments using methodologies and processes.</td>
<td>The aim of this module is for you to effectively lead the communication of design concepts to stakeholders articulating how brand considerations influenced ideation and execution.</td>
<td>The aim of this module is for you to identify opportunities for complex and compelling data stories and how to present them through creative digital channels.</td>
</tr>
<tr>
<td><strong>Conceptualisation and Strategic Thinking</strong></td>
<td><strong>Campaign Planning: Design and Delivery</strong></td>
<td><strong>Data Stories</strong></td>
</tr>
<tr>
<td>The aim of this module is for you to develop conceptualisation and strategic thinking skills and apply creativity to all creative digital development projects, including non-screen-based media.</td>
<td>Continuing from the year 1 portfolio, the purpose of this module is to ensure that you re-establish the purpose and direction of your development needs and learning opportunities to enable the formulation of a personal action plan for progression into year 3 and end point assessment.</td>
<td>The aim of this module is for you to propose an innovative creative project that uses current and emerging media and technology such as 3D space, immersive technologies and artificial intelligence, etc.</td>
</tr>
<tr>
<td><strong>Content Production</strong></td>
<td><strong>Strategy and Business Metrics</strong></td>
<td><strong>Final Negotiated Creative Digital Design Project</strong></td>
</tr>
<tr>
<td>The aim of this module is for you to create impactful and eye-catching creative designs related to digital art, digital graphic design, video, online services and installations.</td>
<td>In this module, you will create digital design solutions for a broad range of media including online services, installations and contribute to strategy around creative direction.</td>
<td>The purpose of this module is for you to develop, produce and deliver a work-based creative digital design project that includes all the knowledge, skills and behaviours you have learnt throughout the programme for presentation at the end-point assessment.</td>
</tr>
<tr>
<td><strong>Creative Digital Design Principles</strong></td>
<td><strong>Brief and Audience</strong></td>
<td><strong>Pitching and Iterating</strong></td>
</tr>
<tr>
<td>This module aims to prepare apprentices with knowledge of the key skills required for successful work-based study in higher education and basic concepts of employment and subject area of study.</td>
<td>The aim of this module is for you to learn to interpret client briefs to create and deliver powerful ideas.</td>
<td>The aim of this module is for you to create mock-ups, visualisations and/or prototypes of design concepts and communicate these through pitches and presentations gaining agreement to develop these into final design solutions.</td>
</tr>
<tr>
<td><strong>Learning &amp; Studying at Work</strong></td>
<td><strong>Pitching and Iterating</strong></td>
<td><strong>Learning &amp; Studying at Work</strong></td>
</tr>
<tr>
<td>The aim of this module is to introduce you to the fundamentals of creative digital design and help you develop an understanding of a broad range of creative processes.</td>
<td>The aim of this module is for you to create mock-ups, visualisations and/or prototypes of design concepts and communicate these through pitches and presentations gaining agreement to develop these into final design solutions.</td>
<td>The aim of this module is to introduce you to the fundamentals of creative digital design and help you develop an understanding of a broad range of creative processes.</td>
</tr>
</tbody>
</table>
DIGITAL COMMUNITY MANAGER
www.jga-group.com/apprenticeships

MODULE ONE
RESILIENCE AND ESAFETY & BRAND STRATEGY
- Resilience
- eSafety
- Data Protection
- Cultural differences
- Tone of voice
- Brand measurement
- Social listening

MODULE TWO
BUSINESS STRATEGY
- Commercial objectives and goals
- Competitor analysis
- Business trends

MODULE THREE
COMMUNICATION STRATEGY
- Branding
- Communication plans
- Storytelling
- Neuro linguistic programming
- Communication trends

MODULE FOUR
MARKETING STRATEGY
- Digital marketing
- Social media
- Content management systems
- Platform policies
- Marketing trends

MODULE FIVE
DATA ANALYSIS STRATEGY
- Types of data
- Analysis techniques
- Reports, dashboards
- Engagement vs amplification
- Data analysis trends

MODULE SIX
COMMUNITY STRATEGY
- Platform policies
- Moderation
- Conflict management
- Leadership
- Diversity of thought
- Community management trends

SCENARIOS / PROJECTS
Project work based around scenarios featuring an emerging topic, trend or news event, to develop strategies to improve interaction and drive community engagement as well as creating messaging for online media channels.

PREPARATION FOR EPA
- Portfolio Development
- Professional discussion skills

GATEWAY READINESS AND END POINT ASSESSMENT
1. Scenario test with a question and answer session
2. Professionally guided discussion underpinned by portfolio

LIVE TUTOR LED SEMINARS FOR EACH MODULE PLUS 1-2-1 COACHING SESSIONS
SUPPORT FROM NEURODIVERSITY SPECIALIST

6 MONTHS
Level 3 Apprenticeship - 15 Month Programme

EVENT ASSISTANT
www.jga-group.com/apprenticeships

MODULE ONE
INTRODUCTION TO EVENTS
- How an event moves through its life cycle from research and planning to delivery and evaluation
- Investigate and research suitable, sustainable venues for events across a range of stakeholder needs
- Regulation and policies that are relevant to the event assistant role contextualised to the organisation

MODULE TWO
PERSONAL MANAGEMENT AND COMMUNICATIONS SKILLS
- The importance of time-keeping and attendance
- Effective communication to all stakeholders
- Building a personal and professional "brand"

MODULE THREE
FINANCE BUDGETING AND NEGOTIATION
- How to structure an event budget
- Collecting data
- Supplier negotiation
- Managing relationships with all stakeholders

MODULE FOUR
EVENT CREATION
- Why clients choose to hold events and what purpose they serve
- Evaluating different types of event
- Contribute to the event team to create, design and plan events.

MODULE FIVE
EVENT LOGISTICS
- Respective roles of different functions; logistics, production, creative and design
- Contracts and the essentials of health and safety at an event
- Monitoring and managing onsite issues at an event

MODULE SIX
EVENT MARKETING AND EVENT TECHNOLOGY
- The role of marketing in event management
- Social media within the management of an event
- The changing face of technology and its relevance to the events industry

MODULE SEVEN
PROFESSIONAL AND COMMERCIAL SKILLS AND 360 DEGREE FEEDBACK
- Programme and project management
- Events evaluation
- Managing and mitigating risks

END-TO-END PROJECT: EVENT CHALLENGE

PORTFOLIO SHOWCASE
- Application of learning in work setting
- Gap analysis
- Development of portfolio evidence

2 Months

DEMONSTRATING HOLISTIC EVENT PLANNING AND MANAGEMENT WITHIN ROLE RESPONSIBILITY AND PREPARATION FOR EPA

2 Months

GATEWAY READINESS AND END POINT ASSESSMENT

- Project - a work-based project or practical case study that contains real activity done in the role
- Portfolio of Evidence - evidence from real work activity by the apprentice that has been built up progressively through the apprenticeship (6 to 12 items)
- Professional Discussion - a structured interview between the apprentice and an independent assessor as well as a representative from the apprentice’s employer

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

SUPPORT FROM NEURODIVERSITY SPECIALIST
### INTRODUCTION TO FUNDRAISING
- What is fundraising?
- Future of fundraising
- Income spectrum and fundraising techniques

### CREATING WINNING COMMUNICATIONS
- Methods of communication for internal & external stakeholders
- Communicating mission, goals and activities to influence others
- Approaching and engaging new and existing supporters
- Adapting style and technique to meet the needs of your audience
- Designing fundraising and marketing materials

### FUNDRAISING AUDIT: EXTERNAL AND INTERNAL ENVIRONMENT
- Strategic analysis and planning tools and their use in different contexts
- Conducting a fundraising audit of your own organisation
- Working with others to deepen knowledge and understanding

### BUDGETS, MONITORING, EVALUATING & REPORTING
- Monitoring, evaluating and reporting on fundraising
- Using data management and analysis to support and/or review activity
- Identifying key measures
- Elementary financial principles
- Controlling, monitoring and analysing financial fundraising transactions

### MANAGING SUPPORTER DATA: STORING, INSIGHT AND COMPLIANCE
- Data management and compliance
- The role of qualitative and quantitative data
- Data analysis and insight
- Data interpretation - How to understand, interpret and derive conclusions

### UNDERSTANDING DONOR MOTIVATIONS AND BEHAVIOUR
- Applying learning from external research about donor motivations to your organisation’s supporter experience
- Techniques to gain supporter insight from your charity’s audiences

### KEY COMPONENTS OF A FUNDRAISING PLAN
- The benefits of strategic planning
- The steps in developing a fundraising plan including the 8 Ps
- The supporter lifecycle
- Implementing a test, refine, roll-out approach
- What to measure

### CASE FOR SUPPORT CHALLENGE
- Advanced presentation skills
- Professional dialogue skills

### PREPARATION FOR END POINT ASSESSMENT
- Assessment preparation round table briefing
- Simulated exercise - monthly group work
- Portfolio development check ins
- Gateway administration support

### BUILD A CASE FOR SUPPORT
- Tailoring a case for support to different audiences
- Creating a case for support toolkit
- Using statistics and storytelling techniques for impact
- Understanding full cost recovery

### VIRTUAL SELF SERVICE LEARNING MODULES
- Influencing Stakeholders and Developing a Culture of Fundraising
- Supporter Care and Stewardship

### GATEWAY READINESS AND END POINT ASSESSMENT

#### END POINT ASSESSMENT
- Case for support pitch and presentation with questions and answers
- Professional discussion underpinned by a portfolio of evidence
Level 6 Apprenticeship - 19 Month Programme

**MARKETING MANAGER**

www.jga-group.com/apprenticeships

**MODULE ONE**
**STRATEGIC MARKETING CONCEPTS AND THEORIES**
- Digital and traditional marketing environment analysis techniques to generate insight
- Stakeholder analysis
- Brand management

**PROJECT ONE**
**BUSINESS CASE**
- Using market research results to inform planning and activities
- Simplifying complex data and presenting findings and recommendations to the organisation
- Influence, negotiation and persuasion of key stakeholders to gain support

**MODULE TWO**
**MARKETING PLAN AND STRATEGY**
- Strategic planning
- Segmentation, targeting and positioning
- Developing a business case for change
- Developing recommendations and justifying strategic decisions
- Strategic management approaches
- Developing competitive advantage
- Marketing strategy decisions

**PROJECT TWO**
**MARKETING PLAN**
- Using the marketing mix to support the strategic planning process
- Using the communications mix to support the strategic planning process
- Alignment with the business plan and objectives

**MODULE THREE**
**THE MARKETING MIX AND PLAN**
- Consumer decision making
- B2B versus B2C marketing
- Customer journey mapping
- Marketing mix
- Campaign planning
- Digital toolbox

**PROJECT THREE**
**VALUE PROPOSITIONS**
- Understand how value propositions are developed in line with an organisation’s values and core competencies
- Develop a compelling value proposition to attract consumers and gain increase in new business

**MODULE FOUR**
**CONSUMER DECISION-MAKING, SCENARIO & CONTINGENCY PLANNING; REPUTATIONAL IMPACT**
- Business decision-making process
- Organisational decision-making unit & buying unit members
- Introduction to consumer behaviour and effects on the marketing mix
- Stakeholder and public relations
- Crisis communications and communications planning
- Scenario planning and assessment

**MODULE FIVE**
**MEASURING AND DELIVERING RETURN ON INVESTMENT**
- Financial measures and control ratios
- Critical success factors and KPIs
- Marketing dashboards
- Organisational resources and contribution to marketing success
- Marketing effectiveness
- The role of marketing metrics in planning

**MODULE SIX**
**PRODUCT AND CUSTOMER PORTFOLIO MANAGEMENT**
- Segmentation, targeting and positioning
- Making strategic investment decisions for products & services and brands
- The role of product and customer portfolio management in marketing planning
- Customer lifetime value

**PROJECT PLANNING**
**PROJECT CLARITY FRAMEWORK**
- Risk & Interdependencies
- Environmental analysis
- Consumer & Organisational Behaviour
- Data Analysis
- Findings & Recommendations
- Monitor & Control

**PROJECT LEARNINGS**
**INQUIRY & RESEARCH**
- Idea Generation
- Application
- Project Management
- Collaboration & Connection
- Innovation
- Data Analysis

**MONTHLY TIMELINE**

- Month 1
- Month 2
- Month 3
- Month 4
- Month 5
- Month 6
- Month 7
- Month 8
- Month 9
- Month 10

www.jga-group.com/apprenticeships
MODULE EIGHT
SERVICE DESIGN, DELIVERY AND IMPROVEMENT
- The role of communications in service design and delivery
- Characteristics of services
- The service marketing triangle
- Service consumption and expectation management
- Creating moments of truth
- Service performance evaluation
- Service failure and recovery

Month 11

PROJECT FOUR
SERVICE DELIVERY
- Service design and development
- Assess potential business impact and risks
- Leverage marketing communications

Month 12

MODULE NINE
EMERGING TRENDS AND THEMES IN MARKETING
- Examine the role of data sources in strategic decision-making and identifying emerging trends
- Examine sources of marketing information, digital research methods
- The role of marketing in international research and assessment
- Innovation cultures and organisational growth
- Radical versus incremental innovation
- The role of artificial intelligence in marketing

Month 13

MODULE TEN
CASE STUDY - HARLEY DAVIDSON
- International marketing
- Product portfolio management
- Applying the marketing mix
- Applying segmentation, targeting and positioning
- The role of brand in developing consumer tribes and loyalty

Month 14

MODULE ELEVEN
DEMONSTRATING MARKETING LEADERSHIP AND PREPARATION FOR EPA
- Business report writing skills
- Advanced presentation skills
- Professional dialogue skills
- Gateway readiness

Months 15, 16

END POINT ASSESSMENT
- Work Based Project Showcase - project report and presentation with Q&A and professional discussion which showcases a work-based project for the development of a marketing plan
- Professional Discussion - a 70 minute structured discussion between the apprentice and Independent Assessor

Months 17, 18, 19 (21, 22 if needed)

LIVE TUTOR-LED SEMINARS PLUS 1-2-1 COACHING SESSIONS
SUPPORT FROM NEURODIVERSITY SPECIALIST

MODULES ARE MAPPED TO THE CIM LEVEL 6 PROFESSIONAL DIPLOMA IN MARKETING
## Introduction

### Essentials of Multi-Channel Marketing

- The marketing mix
- How an organisation works
- Segmentation, targeting and positioning
- The customer journey

*1 month*

### Module

#### The Business Environment

- Organisational charts, types of businesses, structures and hierarchies
- Objectives and aim setting
- Sustainable and ethical marketing
- How to create a plan, analysing competitors
- Measurement tools, tracking behaviour
- How to match metrics up with objectives
- Budget setting

*Project* to create a short marketing strategy with measurement plan, considering business structure, communication methods and stakeholder engagement.

*3 months*

### Module

#### Social Media and Content Creation

- Social media platforms, matching these to organisational goals, how to choose channels, laws and regulations, new technologies in marketing
- Creating a social media marketing plan, how to post to different platforms, content differentiation, making briefs
- Monitoring social media performance against objectives, creating evaluations

*Project* to investigate potential social media channels for the apprentice’s business and create a social media marketing plan with measurement plan.

*3 months*

### Project

- **BRANDING AND OFFLINE MARKETING**
  - What branding is, how to communicate a brand
  - Tangible and intangible branding
  - Analysing brand identity and impact
  - Applying branding
  - Promoting a brand
  - Measuring brand effectiveness

  *Project* to create a brand case study, analysing how values are communicated and creating a marketing brief for offline channels and external suppliers in promotion.

*3 months*

#### SEO and PPC

- Ranking factors, SEO, technical SEO, keyword research
- Accessible web development
- PPC, links with SEO
- Planning for PPC campaigns, creating and running a PPC campaign, advertising
- PPC and SEO evaluation
- Measurement of website performance against goals

*Project* to plan an integrated SEO and PPC campaign, to include a plan for web presence, keyword research and budget allocation.

*3 months*

### Gateway Readiness and End Point Assessment

1. Project report with presentation and questioning
2. Interview underpinned by portfolio of evidence

*4 months*

---

**Live Tutor Led Seminars and Round Tables Plus Regular 1-2-1 Coaching Sessions**

**Flexible Start Dates**

**Support from Neurodiversity Specialist**

**Added Value: Workplace and Life Skills Development**
# Level 4 Apprenticeship - 18 Month Programme

## POLICY OFFICER

[www.jga-group.com/apprenticeships](http://www.jga-group.com/apprenticeships)

### MODULE ONE
**INTRODUCTION TO POLICY**
- Introduction to policy, including definition, function and value of the policy-making process
- The learner’s organisation’s values, goals and key challenges
- Key policy concepts with real world examples

### MODULE TWO
**PROJECT AND PROGRAMME MANAGEMENT**
- Overview of project and programme management principles, methodologies and tools
- The importance of achieving value for money in a procurement or commissioning process
- Negotiation factors and methods
- The key components of a project plan

### MODULE THREE
**RESEARCH AND EVALUATION**
- Horizon-scanning
- Research and evaluation skills, and how to apply them to policy areas
- Outcomes, impacts, success and progress measures (including KPIs)
- Commonly-used research methods

### MODULE FOUR
**STAKEHOLDERS AND CONSULTATION**
- The key principles of stakeholder engagement and analysis
- Consultation and engagement planning and best practices
- Working with stakeholders and interest groups
- The impact of consultation

### MODULE FIVE
**ANALYSIS AND FEEDBACK**
- Understanding and using results from consultations and other data sources
- Tools and techniques for analysis
- How to gather and use feedback
- How to gather, store and analyse data

### MODULE SIX
**PARLIAMENT**
- History, function and activities of the Westminster Parliament and the opportunities for policy professionals to engage in this process
- The law-making process and how it relates to Parliament and the policy-making process

### MODULE SEVEN
**INFLUENCING POLICY**
- Lobby groups and the lobbying process
- How organisations influence public policy, and the bounds of legitimate influence
- Techniques to build convincing arguments and exert power

### MODULE EIGHT
**DEVOLUTION**
- Devolved administrations & legislatures of Wales / Scotland / N Ireland
- Relationship between devolved administrations and Westminster - structure, which powers are devolved or reserved.
- How regional devolution has been advanced within England
- Key powers and functioning of local authorities.
- How public perceptions can impact on policy-making & implementation

### MODULE NINE
**IMPLEMENTING POLICY**
- Broad processes involved in creating and implementing policy within national and local government, and the wider Public Sector
- White and Green papers in the legislative process
- The relationship between central and local government

### MODULE TEN
**ETHICAL AND EFFECTIVE POLICY**
- Features of effective and ineffective policy-making
- Policy as a process and as an outcome
- Ethical dimensions of ‘good’ and ‘bad’ policy
- Forms of argument
- Logical and cognitive pitfalls common to the policy-making process

### END POINT ASSESSMENT PREPARATION 1
- Practical support to prepare for the End Point Assessment (EPA)

### END POINT ASSESSMENT PREPARATION 2
- Refresher and in-depth discussion of preparation techniques, with a focus on the project proposal

### MODULE SEVEN
**INFLUENCING POLICY**
- Lobby groups and the lobbying process
- How organisations influence public policy, and the bounds of legitimate influence
- Techniques to build convincing arguments and exert power

### END POINT ASSESSMENT
- Project proposal, presentation and questioning
- Professional discussion underpinned by a portfolio of evidence

### LIVE TUTOR-LED SEMINARS
PLUS 1-2-1 COACHING SESSIONS

### SUPPORT FROM NEURODIVERSITY SPECIALIST

New version for revised standard August 2022
Level 4 Apprenticeship - 16 Month Programme

PR AND COMMUNICATIONS ASSISTANT

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

www.jga-group.com/apprenticeships

New version for revised standard February 2024