



APPRENTICE IN

Public Relations & Communications

Looking to join a team that's always buzzing with activity? Welcome to Corporate Communications. Every day, you'll find our colleagues here overseeing everything from PR events and creative marketing campaigns to writing internal communications and engaging social media content. Join as our Apprentice in Public Relations and Communications, and you'll be right at the heart of it all.

No matter if you're a school-leaver, career-changer, or simply interested in this area, you'll get hands-on experience, respected academic qualifications, and the chance to land a permanent role with an organisation protecting the UK's interests all around the world. So if you're ready to discover all kinds of opportunities, then one thing is clear: your future just got bigger.

YOUR PROGRAMME

Working across both the Public Relations (PR) and Communications teams, you'll get involved in all aspects of what we do. That means learning about what it takes to brief our CEO ahead of speaking to journalists; how to plan PR campaigns and events; how to write engaging social media content; how to build web pages; and how to find new and engaging ways to deliver messages to our colleagues and government-level customers. As you do so, you'll make sure our brand, values and messaging are communicated in a consistent and impactful way.

KEY FACTS

- Level 4 apprenticeship
- Based at Hanslope Park, Milton Keynes
- Starting salary: £16,979 plus £1,750 location allowance
- Salary upon qualification could be in the region of £24,000
- 22-month programme - with a potential career at the end
- Combination of practical work and study
- Applicants need:
 - Min. two GCSEs (or equivalent, e.g. O Levels) at grade 9-4 (A*-C) in Maths and English
 - Genuine interest in public relations and communications
 - British citizenship, having lived in the UK for the last three years before the first day of the apprenticeship
 - To be at least 16 years old by mid June 2021.
- Candidates will need to undergo Security Check (SC) clearance before joining

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At the same time, you'll take on a series of Public Relations and Communications knowledge modules. You'll learn through a blend of group sessions and digital content on our online platform, with modules including:

- What is Public Relations?
- Brand and reputation management
- Situation analysis, objectives and stakeholders
- Channels and digital communications
- Timings, budgets and monitoring
- Measurement and evaluation
- Creating compelling content
- Building and delivering a PR campaign

Along the way, you'll learn about topics that will boost your soft skills too – like how to network and build professional relationships. These are skills that'll definitely come in handy, because throughout the programme, you'll work with internal stakeholders as well as customers.

Your Talent Coach will also support you to build a portfolio of evidence, all leading up to your End Point Assessment. There, you'll demonstrate the competencies you've built up through a work-based project, an interview, a showcase of your portfolio, and a presentation session. Of course, your team will be there to support you every step of the way.

COMPLETING YOUR APPRENTICESHIP – AND BEYOND

If you successfully complete the apprenticeship, you'll gain your Level 4 apprenticeship qualification. But where to next?

Well, you'll have a whole range of options to make your future bigger. We'll do our best to find you a permanent role with us, and your most likely starting point is a role within the Corporate Communications team. From there, you'll be able to explore your interests, develop your skills further and set your sights on realising your ambitions.



It takes a diverse team to protect a diverse world.

