

1. JOB TITLE

Job Title: Public Relations
Apprentice

Reports to: Madeleine Pallas or Andrea
Newman

Service/Department:

2. JOB PURPOSE

This is a junior role, which will support a programme of work, study and training designed to develop the skills and abilities of the apprentice to achieve a nationally recognised qualification.

The apprentice will support the work of the council by participating in and contributing to the delivery of services and projects allocated and supported by the supervising manager.

The right candidate should be willing to undertake a programme of work, study and training designed to develop the skills and abilities of the apprentice to achieve a Level 4 (Higher national Certificate).

3. PRINCIPAL ACCOUNTABILITIES:

1. Undertake a course of studies and develop a broad range of skills within the requirements of the service to achieve a nationally recognised Apprenticeship.
2. To develop a working knowledge of Surrey County Council's employee rights and responsibilities in line with the requirements of the Apprenticeship framework or standard.
3. Provide high standards of performance ensuring confidentiality, to ensure that the service continues to operate efficiently and effectively.
4. Under supervision work closely with other team members to assist in a range of projects and service developments.
5. Through personal example promote the values and behaviours (including equalities) that underpin the organisational strategy of Surrey County Council.

4. WORK CONTEXT

The apprentice will be responsible to the team manager and will be required to carry out a range of duties to develop skills and confidence. We need the apprentice to be a team player, have a mature outlook and a 'can do attitude. Whilst working closely with a buddy / mentor we encourage innovative thinking and an enthusiasm for learning.

The apprentice will work across the whole team as this is a varied job role. You will learn how to proofread the work of others, such as press releases, website articles and e-newsletter to ensure high level accuracy across our communications. Provide administrative support to the team: such as arranging meetings and telephone calls, and contacting internal and external stakeholders. Working with internal communications team

to arrange events that are hosted throughout the year. The apprentice should be able to work under pressure and be able to work on various projects / jobs at the same time and meet strict deadlines.

5. DIMENSIONS

Financial:

None

Non-Financial:

Under supervision you may be required to liaise with managers and employees in a helpful and sensitive manner.

6. PERSON SPECIFICATION

Education, Training and Work Qualifications

Essential:

- Able to work towards an Apprenticeship or agreed qualification
- A Levels or have completed an advanced apprenticeship

In some cases completion of Entry to Employment will be acceptable.

**Method of
Assessment**
Application
Form

Knowledge

Essential:

The main requirement is a willingness to learn and the motivation to succeed

Interview

Skills and Abilities

Essential:

- IT literate- able to use information, communication and office technology
- Skills and abilities to communicate with others appropriately within the work context
- Able to work quickly and accurately ensuring attention to detail
- Prepared to follow instructions
- Social media savvy
- Good copywriting skills
- Adaptability
- Excellent organisation skills and the ability to multitask

Application
form &
Interview

Relevant Experience

Essential:

- Ability to work with others to improve customer service
- Able to demonstrate experience of participating in project work
- Able to demonstrate sound interpersonal skills and sustain effective relationships
- Knowledge of how a communications team works

Interview

Other Requirements

Essential:

- Self-motivated
- Creative approach to problem solving
- Ability to work under own initiative
- Reliability, commitment and punctuality
- Have a passion for public relations
- Team player
- Friendly, confident, honest

Method of Assessment

Interview