



PR & Communications Level 4 Standard

In partnership with Smoking Gun

Welcome to the Level 4 PR & Communications Programme

This apprenticeship will cover:

-  Social Media and Planning
-  Creative Campaigns
-  Media Relations
-  Influencer Marketing

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PR & Communications Level 4 Training

Unit 1 - Introduction to PR

Delivery days - 1

Learners will gain a foundational understanding of public relations, exploring its history, specialisations, and the key skills required for success. They will then delve into PR's role within the marketing mix and the wider organizational structure. Finally, learners will examine current industry trends like AI and DEI, as well as the importance of measuring and reporting PR's impact in a dynamic economic climate.



Unit 2 - How to Be a PR Pro

Delivery days - 1

Learners will develop time management skills, including strategies for managing both individual and team workloads. Exploring the identification and management of key stakeholders, learning how to build strong relationships. Finally, learners will gain an understanding of supplier management best practices, budgeting, and essential day-to-day PR processes. Including an introduction to Google Drive, G Suite, timekeeping tools, project management software, and relevant regulatory and legislative requirements, such as data protection and codes of practice.



Unit 7 - Digital PR 101

Delivery days - 1

Learners will solidify their presentation skills by showcasing their content plan and mock social media posts in a group setting. Then transitioning into the world of search engine optimisation (SEO), exploring the differences between digital and traditional PR alongside the importance of link building. This will involve learning keyword research techniques and crafting "link magnet" content to attract backlinks. The unit will equip learners with an understanding of effective SEO tools for PR professionals and link-building strategies relevant to their chosen sector.



Unit 8 - Influencer Marketing

Delivery days - 1

Learners will explore the world of influencer marketing, gaining a foundational understanding of the influencer landscape. They will develop skills in researching and identifying relevant influencers for specific campaigns, learning influencer management best practices. This includes integrating influencers into wider campaign strategies while adhering to ASA guidelines. Finally, the unit will introduce learners to key influencer marketing tools.



Unit 3 - Strategic Planning

Delivery days - 1

Learners will delve into the strategic planning process, gaining an understanding of how to align communication goals with the organisational objectives. Explore SMART objectives and research methodologies, both qualitative and quantitative approaches, to understand their target audience through persona development. Learners will be introduced to behavioural change theory and the PESO framework, equipping them to develop comprehensive communication plans in line with strategy.



Unit 4 - Creative Campaigns

Delivery days - 1

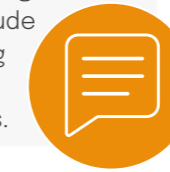
Learners will hone their presentation skills by presenting back their "strategy on a page" assignment. They will then delve into the world of creative campaigns, exploring inspiration sources and analysing successful examples through a collaborative group activity. Finally, learners will gain a comprehensive understanding of campaign development, including the importance of integration, collaboration, and the key stages of planning, pitching, and execution.



Unit 9 - Reputation Management and Crisis Comms

Delivery days - 1

Learners will delve into crisis communication, exploring risk assessment methodologies and proactive strategies to minimise reputational damage. They will then transition to crisis response, learning how to implement crisis plans effectively. This includes crafting media statements (including the "do's and don'ts") and utilising press and social media monitoring tools for crisis management. The unit will include a live crisis scenario exercise, equipping learners with practical crisis communication and recovery strategies.



Unit 10 - Measurement and Evaluation

Delivery days - 1

Learners will gain an understanding of PR evaluation methodologies, exploring the Barcelona Principles and AMEC Framework. They will then be introduced to key metrics and tools used to measure the impact of their PR efforts. Finally, learners will develop skills in creating comprehensive wrap-up reports, supported by a glossary of relevant PR metrics and terminology.



Unit 5 - Media Relations

Delivery days - 1

Learners will explore the evolving media landscape, considering the impact of political leanings, changing newsrooms, and current affairs on their PR work. Learning how to develop media relations expertise, research and build targeted media lists, strong journalist relationships, and craft compelling press pitches. Learners will gain practical skills in media content creation, including press releases, reports, and comments. The unit will cover crisis communication techniques like newsjacking, handling media enquiries, utilising media monitoring tools, and planning successful media events and press launches.



Unit 6 - Social Media and Content

Delivery days - 1

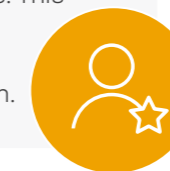
Learners will dive into the world of social media brand marketing, exploring various platforms and the fundamentals of community management, including identifying trends and crafting reactive content. They will then develop social media strategy through content planning and production, considering lead times, establishing a brand voice, and writing engaging content across formats (written, video, user-generated, live streaming, and social images). Finally, the unit will cover social content distribution strategies and introduce learners to key social media metrics and measurement tools.



Unit 11 - Career Development

Delivery days - 1

Learners will explore team dynamics and identify individual and collective development needs. Delve into effective coaching techniques, empowering them to support their colleagues. This includes exploring resources for career development and guiding learners through the creation of personalised development plans. The unit will cover accountability frameworks for team success and delve into the concept of "PRing the PR" - educating non-PR people about the campaigns delivered and the results. This involves explaining the value of these campaigns and ensuring PR is seen as a valuable function within the organisation.



EPA Readiness - Portfolio

Delivery days - n/a

Learners will have to prepare for Gateway and have 20 days to write up a work based project. They will consolidate the portfolio that they have built up during the course.

- Work Based Project
- Presentation
- Questioning
- Professional Discussion



Learner Journey

- Month 1**
- Introduction to PR
 - Coaching Session

- Month 3**
- Strategy Planning
 - Personal Development
 - Progress Review

- Month 2**
- How to Be a PR PRO
 - Personal Development
 - Coaching Session

- Month 5**
- Media Relations
 - Coaching Session

- Month 4**
- Creative Campaigns
 - Coaching Session

- Month 6**
- Social Media and Content
 - Progress Review

- Month 9**
- Reputation Management and Crisis Comms
 - Progress Review

- Month 7**
- Digital PR 101
 - Coaching Session

- Month 10**
- Management and Evaluation

- Month 8**
- Influencer Marketing
 - Coaching Session

- Month 11**
- Career Development
 - Development EPA Readiness Portfolio of Evidence

Month 13
Gateway Exit Review

- Month 12**
- EPA Readiness Project Showcase and Professional Discussion
 - Coaching Session

EPA
Up to 5 months



Your apprenticeship programme

Qualification

On successful completion of the programme, you will be awarded a Level 4 Institute for Apprenticeships Public Relations and Communications Assistant apprenticeship certificate.

Off-the-job training

As an apprentice, you study while you work, a minimum of 6 hours per week of your time at work will be dedicated to your apprenticeship. You will learn through a mix of classroom days, personalised coaching sessions, e-learning and activities to imbed the training, and projects to apply the skills practically to the workplace.

Employers collaborate with the training provider and you to ensure that you are on target with your off-the-job learning hours. Everything you do can be tracked on the Bud digital platform. Working with your Development Coach and line manager, you can balance your off-the-job training hours with your day-to-day responsibilities.

Is it off-the-job training?

Off-the-job training can take place very flexibly throughout the apprenticeship. This can be scheduled for every day, a day a week, in longer blocks (e.g. one week in every five) or in other creative ways. The stipulations are:

- The minimum off-the-job training hours have been met
- Has the individual begun their apprenticeship programme?
- Is the activity directly related to the apprenticeship standard or framework?
- Is the activity teaching new knowledge, skills and behaviours?
- Is the learning taking place within the apprentice's normal contracted working hours?

If all of these apply, it counts as off-the-job training.

Hybrid Classrooms

Learners will either attend classroom sessions in-person at our Manchester based Academy, or join us virtually on Zoom if your further afield.

For the session, they will need:

- A desktop/laptop computer that the employer provides
- Access to Adobe Software that the employer provides
- Download Zoom if joining remotely



Assessment

On Programme

Your progress will be continually assessed using our online apprenticeship management system, Bud. Throughout your apprenticeship you will upload evidence to show that you have completed the activities that contribute towards the achievement of your apprenticeship.

End-point Assessment (EPA)

Once you have gone through the gateway, you will start the EPA. This assessment will showcase the entirety of the knowledge, skills and behaviours you have developed during the programme.



Professional Development Programme

At Apprentify, our curriculum extends beyond the knowledge, skills and behaviours of the apprenticeship standard. We pride ourselves on developing well-rounded members of the modern workforce who are passionate about their work, eager to learn and make a positive contribution to any company and society.

We embed a wider curriculum into all our programmes that supports soft-skill development and ensures that apprentices are aware of the issues in modern Britain that affect them and those around them in the workplace. This extra support and guidance will mould apprentices into not only competent employees but also highly engaged and conscientious staff.

British Values

All schools, colleges and training providers have a duty to actively promote the fundamental British values of a functioning modern democracy. What are British values, and what are examples of the understanding and knowledge apprentices are expected to learn in the workplace?

Rule of Law

Rules promote a happy, safe and secure living and working environment. Examples are:

- Legislation
- Agreed procedures, policies and ways of working
- Codes of conduct
- How the law protects you and others

Individual Liberty

Protection of your rights and the rights of others you work with. Examples are:

- Values and principles
- Individuality, consent, choice and rights
- Dignity and respect
- Equality and human rights
- Personal and professional development

Democracy

Everyone should be aware of their rights and responsibilities that help to build a culture of freedom and equality. Examples are:

- Team meetings
- Joint decision-making
- Receiving and giving feedback
- The right to protest and petition
- Leadership and accountability

Respect and Tolerance

Respecting the ideas, beliefs and values of others while not imposing our own on others, including:

- Tackling discrimination
- Tackling bullying
- Embracing diversity
- The importance of religion, traditions, preferences and cultural heritage
- Recognise stereotyping, prejudice and labelling

Safeguarding and Additional Learning Needs (ALN)

Safeguarding and Prevent

Apprentify has a statutory requirement to ensure that all our apprentices are safe from harm and can learn in a secure environment. This is a responsibility of everyone involved in the apprenticeship programme, including employers and apprentices.

Safeguarding does not simply refer to physical harm. It can also be far less obvious and harder to recognise – abuse, neglect and wellbeing concerns are all examples of safeguarding concerns that you should be aware of and know how to respond to, both on behalf of yourself and on behalf of others.

The Prevent duty is part of the UK Government's Counter-Terrorism Strategy (CONTEST) and is designed to stop people from becoming terrorists or supporting terrorism. It is a requirement of numerous public-facing bodies, including apprenticeship training providers, to develop knowledge of the signs of radicalisation and to ensure that learners understand how to report their concerns.

What does this look like in my apprenticeship?

Your Development Coach will support you and your employer in building awareness and applying safeguarding and Prevent in the workplace and in modern Britain. This will involve:

- Discussions during progress reviews
- Activities in virtual classrooms
- E-learning courses
- Real-life scenarios in coaching sessions
- External courses for Action Counters Terrorism (ACT) Awareness

Our Safeguarding Officers

To find out who our designated Safeguarding Officers are, click on the link below.

What do I do if I have any concerns?

If you have any concerns, you can confidentially contact the Apprentify safeguarding team.

Cognassist

During the application process for apprenticeships, learners will complete a Neurodiversity Assessment, which will identify any neurodiversity needs. If the software identifies such a need, the learner will work with a dedicated Cognassist Tutor throughout the apprenticeship.

At the start of each month, learners will be provided with four strategies to support their learning and develop their understanding. Learners must aim to complete all four strategies every month. Once learners have completed the strategies, apprentices hold a monthly session with their Cognassist Tutor.

These are completed remotely with a Tutor, who will discuss each strategy and document feedback around the skills and actions, as well as the impact of, each module on Cognassist. While this is not mandatory, and you can opt out if you wish, this will support you with any identified learning needs throughout your apprenticeship.

Cognassist is a tool that assesses the neurodiversity of learners and provides strategies and activities for them to enhance their learning. Cognassist assesses capacity in the following domains:

- Verbal Memory
- Non-Verbal Memory
- Literacy
- Numeracy
- Visual Information
- Processing Speed
- Executive Function
- Verbal Reasoning
- Non-Verbal Reasoning



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