



PUBLIC RELATIONS AND COMMUNICATIONS ASSISTANT

Key information

Reference: ST0311

Version: 1.1

Level: 4

Typical duration to gateway: 14 months

Typical EPA period: 5 months

Maximum funding: £11000

Route: Sales, marketing and procurement

Date updated: 01/02/2024

Approved for delivery: 27 March 2018

Lars code: 257

EQA provider: Ofqual

Review: This apprenticeship standard will be reviewed after three years.

Apprenticeship summary

Overview of the role

Building, protecting and maintaining a positive reputation for brands, organisations and individuals.

Occupation summary

This occupation is found in organisations that come from the public, private and third sectors. Typically, public relations and communications assistants work in agencies or in-house for employers.

The broad purpose of the occupation is the building, protecting, and maintaining of positive reputation for brands, organisations, and individuals. The role also concerns the way those brands, organisations and individuals communicate about themselves, their products, or their services with a range of audiences, via different methods.

In their daily work, an employee in this occupation will communicate and build relationships with different people. This includes the media, stakeholders, the public, internal colleagues, and various audiences to get their client's or organisation's message across and influence opinions and behaviour in the most effective way.

An employee in this occupation will be responsible for researching and understanding their clients' or organisation's goals. They will then use their communication expertise to support the day-to-day delivery of effective campaigns to deliver specific objectives or organisational goals.

Typically, this would include developing written and non-written content, contributing towards campaigns or new business proposals, and managing and sharing information with stakeholders. An individual will spend time researching various audiences and stakeholders. They will analyse and report on the impact of campaigns and programmes.

The occupation requires using one's own initiative while supporting those leading on campaigns and programmes and involves working closely with colleagues in a team environment.

As a core element of their role, public relations and communications assistants will be required to have a good knowledge of current affairs, the media, the public relations industry and how it informs their role. They will understand how their role supports the wider organisation structure. They will apply codes of practice, legislation, and regulation in respect of their organisation's areas of operation. This will apply not only to legal and ethical responsibilities but will include the central placement of inclusion and sustainability.

Public relations and communications assistants will use IT systems and software to support campaigns. This may extend to the production of non-written content such as film production, live streaming, image creation and infographic production.

Typically, employees will be mainly desk-based, although travel to meetings, events and training is routinely part of the role.

Typical job titles include:

Campaign assistant

Communications assistant

Internal communications assistant

Junior account executive

Junior press officer

Junior publicist

Public affairs assistant

Public relations assistant

Duties

Duty 1 Develop written and non-written content and schedule this content for publication/distribution according to the public relations and communications or campaign plan.

Duty 2 Contribute to the creation of campaigns or new business proposals planning and their implementation.

Duty 3 Research, analyse and monitor stakeholders to inform engagement strategies.

Duty 4 Monitor media to keep up to date with current affairs and build knowledge of the journalist and media landscape.

Duty 5 Research, analyse and evaluate campaigns against key performance indicators (KPIs) to prepare future campaigns.

Duty 6 Share content with relevant stakeholders and media, to inform and influence audiences to maintain positive relationships.

Duty 7 Undertake reputation assessment and formulate responses to support stakeholders with the planning and implementation of reputation management and/or crisis strategies.

Duty 8 Support the Public Relations and Communications' team with routine administrative, logistical, and time-sensitive tasks.

Duty 9 Support the planning and delivery of ad hoc engagement activities such as events.

Duty 10 Contribute to team development through sharing relevant knowledge and skills when required.

Duty 11 Organise and coordinate stakeholder meetings.

Duty 12 Contribute to the organisational objectives and key performance indicators to support communication activities which drive and improve performance and sustainability goals.

Apprenticeship summary

ST0311, public relations and communications assistant level 4

This is a summary of the key things that you – the apprentice and your employer need to know about your end-point assessment (EPA). You and your employer should read the EPA plan for the full details. It has information on assessment method requirements, roles and responsibilities, and re-sits and re-takes.

What is an end-point assessment and why it happens

An EPA is an assessment at the end of your apprenticeship. It will assess you against the knowledge, skills, and behaviours (KSBs) in the occupational standard. Your training will cover the KSBs. The EPA is your opportunity to show an independent assessor how well you can carry out the occupation you have been trained for.

Your employer will choose an end-point assessment organisation (EPAO) to deliver the EPA. Your employer and training provider should tell you what to expect and how to prepare for your EPA.

The length of the training for this apprenticeship is typically 14 months. The EPA period is typically 5 months.

The overall grades available for this apprenticeship are:

- fail
- pass
- distinction

When you pass the EPA, you will be awarded your apprenticeship certificate.

EPA gateway

The EPA gateway is when the EPAO checks and confirms that you have met any requirements required before you start the EPA. You will only enter the gateway when your employer says you are ready.

The gateway requirements for your EPA are:

- achieved English and mathematics qualifications in line with the apprenticeship funding rules
- for the written project report with presentation and questioning., the project's title and scope must be agreed with the EPAO and a project summary submitted
- for the professional discussion underpinned by a portfolio of evidence., you must submit a portfolio of evidence

Assessment methods

Project with report

You will complete a project and write a report. You will be asked to complete a project. The title and scope must be agreed with the EPAO at the gateway. The report should be a maximum of 3000 words (with a 10% tolerance).

You will have 12 weeks to complete the project and submit the report to the EPAO.

You need to prepare and give a presentation to an independent assessor. Your presentation slides and any supporting materials should be submitted at the same time as the project output. The presentation with questions will last at least 40 minutes. The independent assessor will ask at least 4 questions about the project and presentation.

Professional discussion underpinned by a portfolio of evidence

You will have a professional discussion with an independent assessor. It will last 60 minutes. They will ask you at least 6 questions. The questions will be about certain aspects of your occupation. You need to compile a portfolio of evidence before the EPA gateway. You can use it to help answer the questions.

The EPAO will confirm where and when each assessment method will take place.

Who to contact for help or more information

You should speak to your employer if you have a query that relates to your job.

You should speak to your training provider if you have any questions about your training or EPA before it starts.

You should receive detailed information and support from the EPAO before the EPA starts. You should speak to them if you have any questions about your EPA once it has started.

Reasonable adjustments

If you have a disability, a physical or mental health condition or other special considerations, you may be able to have a reasonable adjustment that takes this into account. You should speak to your employer, training provider and EPAO and ask them what support you can get. The EPAO will decide if an adjustment is appropriate.

Professional recognition

This apprenticeship aligns with Public Relations and Communications Association (PRCA) for criteria for Individual Membership. They must agree to abide by the Professional Charter and

Codes of Conduct as part of their membership.

Please contact the professional body for more details.

Version log

Version	Change detail	Earliest start date	Latest start date	Latest end date
1.1	Occupational standard, end-point assessment plan and funding band revised	01/02/2024	Not set	Not set
1.0	Approved for delivery	27/03/2018	31/01/2024	Not set

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