



**BLUE LION**  
TRAINING ACADEMY



## LEVEL 4

# PUBLIC RELATIONS & COMMS ASSISTANT

Building, protecting and maintaining a positive reputation for brands, organisations and individuals. This apprenticeship is for new apprentices and/or existing staff in full time employment.

Public Relations (PR) and Communications concerns the building, protecting and maintaining of positive reputation for brands, organisations and individuals. It also concerns the way those brands, organisations and individuals communicate about themselves, their products or their services with the public, via different methods.

To successfully complete this apprenticeship, apprentices must review all of the lessons and complete all of the quiz modules based on the Knowledge, Skills & Behaviours (KSBs) ready for gateway and completion of the End Point Assessment checklist before successfully completing the final assessment by the recommended EPA Organisation.

Our online e-portfolio system will guide the apprentices through a simple to follow curriculum aligned to all the required Knowledge, Skills and Behaviours, with a variety of virtual learning environments and insights to the best examples to help excel their learning.

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# COURSE STRUCTURE



**Insitute for Apprenticeships  
& Technical Education**

Individual lessons also include simulations, toolsets and interactive practice exercises. Each session ends with an interactive quiz to test the apprentice's knowledge, skills and behaviours. Individual employers will set their own entry requirements, but this will typically include English and Maths at GCSE Grade C (4) or above.

The End Point Assessment will include the following after the EPA Checklist has been completed:

- 1) A knowledge test
- 2) A project report, presentation and questioning

Learners are responsible for researching and understanding their clients' goals and then using their digital and communication expertise to support the day to day delivery of effective campaigns in order to deliver specific or organisational objectives. This could take various forms including supporting social media activity, blogs, press releases or planning events. The occupation requires using one's own initiative while supporting those leading on campaigns and so involves working closely with colleagues in a team environment. Training and coaching days are bespoke to the employer or cohort and can be for individuals or groups of 10 learners per cohort.

Anyone successfully completing the apprenticeship will be eligible to apply for membership of the Public Relations & Communications Association (PRCA).

## PR & Communications Assistant Apprenticeship

PROGRAMME  
DURATION



12 MONTHS

TRAINING  
DAYS



BESPOKE

LEVEL OF  
TRAINING



ST0311

COACHING  
DAYS



BESPOKE

ASSESSMENT  
CHECKLIST



2 DAYS

TRAINING  
METHOD



REMOTE



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