



BLUE LION
TRAINING ACADEMY



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WHO IS THIS APPRENTICESHIP SUITABLE FOR?

PR & Comms Assistants communicate with different people: the media, the public, internal colleagues or any number of different audiences to get their client's or organisation's message across and influence opinions and behaviour in the most effective way.

PR Assistants will build, protect and maintain the positive reputation for brands, organisations & individuals whilst using IT systems and software to support campaigns.

Learn about:-

- Current affairs, the PR industry, the media & marketing
- Finance processes related to PR campaigns
- Principles of Operational Management
- Planning & production processes involved in building PR campaigns
- PR & Communications objectives

ENTRY REQUIREMENTS

- ✓ Need to be employed in a PR & Communications role
- ✓ UK Resident for the last 3 years
- ✓ English & Maths qualifications desirable
- ✓ Level 3 Marketing qualification or experience of working in a marketing environment

JOB TITLES INCLUDE

Press Officer, PR Assistant,
PR & Communications Assistant,
Marketing Campaign Assistant



Level 4
PR & Communications
Assistant



MARKETING & MEDIA PATHWAY: LEVEL 4 - PR & COMMUNICATIONS ASSISTANT APPRENTICESHIP

APPRENTICESHIP COMPONENTS

DELIVERY MODEL

Learn to communicate & build relationships with the media, stakeholders, public & various audiences to get messages across & influence opinions & behaviours in most effective way!

Our flexible delivery model will support each learner to learn and develop their marketing and media knowledge & skills to raise brand awareness, increase client engagement, whilst being supported by a Blue Lion expert!

At Blue Lion, you can expect to receive:-

- Tailored tutor led delivery
- Personalised 1-2-1 tutor support sessions
- Assessments to demonstrate knowledge
- Set tasks to apply skills & behaviours
- Tri-partite progress reviews with Manager & tutor

WHY BLUE LION TRAINING ACADEMY?

- ✓ Grade 1 Outstanding "OFSTED" training provider
- ✓ Full key account management with monthly or quarterly reviews
- ✓ Learner centric reporting suite for employers
- ✓ Sector specific tutors with industry experience
- ✓ Bespoke delivery made fit for purpose
- ✓ 100% first time pass rate
- ✓ Local and national delivery
- ✓ Local Levy Transfer support

FUNCTIONAL SKILLS

All learners will be required to complete Level 2 Functional Skills English & Maths, unless they can provide certificates for previous qualifications achieved e.g. GCSE's, A-Levels, Key Skills. Whether they're just starting out their career journey or are a mature learner who have misplaced their certificates, there's no need to worry!

Our dedicated tutors are committed to guiding each learner every step of the way, ensuring they successfully achieve their Functional Skills.

Learners can embrace the opportunity to enhance their skills and secure a brighter future in their chosen field, supported by our Blue Lion team.

OFF THE JOB TRAINING (OTJ)

Learners are required to complete 6 hours of "OTJ" training per week. All activities are designed to support learners develop the knowledge, skills and behaviours to become occupationally competent.

Learners can access tasks and activities through our e-learning platform bud, which simplifies OTJ logging for effortless tracking!

END POINT ASSESSMENT

Assessment method 1: Knowledge Test

Assessment method 2: Project Report, presentation & questioning