Job description

* Post title: Public Affairs and Communications Apprentice
* Service area: Media and Public Affairs
* Grade: London Living Wage
* Reports to: Public Affairs Officer
* Your team: External Communications and Campaigns

Our mission

We are determined to create a more equal Islington, where everyone who lives here has an equal chance to thrive.

To do this, everyone who works at Islington Council lives by a set of values which guide us in everything that we do: collaborative, ambitious, resourceful, and empowering. They spell out ‘CARE’, which is what we think public service is all about.

[Watch our video](https://www.youtube.com/watch?v=LfdyvXRk5a0) to hear more about our mission and how you can help us achieve it from the Leader of the Council, Cllr Kaya Comer-Schwartz.

Apprenticeship Programme

Islington Council offers a wide range of high-quality apprenticeships. Alongside your job, you will complete a nationally recognised apprenticeship training course. On the job you will gain experience and skills required for your apprenticeship discipline. You will join the External Communications and Campaigns team to support them to deliver effective campaigns related to specific objectives and organisational goals.

Key responsibilities

1. Undertake a development programme leading to a [Level 4 Public Affairs and Communications Assistant](https://www.instituteforapprenticeships.org/apprenticeship-standards/public-relations-and-communications-assistant-v1-1) apprenticeship
2. Use the dedicated time given to complete studies and coursework.
3. Actively participate in your own development. This includes carrying out duties of your role and completing coursework within agreed deadlines.
4. With supervision to develop skills and experience in:
	1. Building stakeholder relationships including developing contacts within the media, central Government, the public, internal colleagues, and various audiences.
	2. Supporting the planning and delivery of campaigns by undertaking tasks such as desk research, event co-ordination, and database management.
	3. Producing written content such as press releases, articles, social media content, bulletins, and blogs, that is accessible to meet the needs of different audiences and channels.
	4. adapting communication styles as appropriate to the audience.
	5. Using qualitative and quantitative research to analyse and evaluate public affairs and communications activities and present findings to project stakeholders.
	6. Analysing and interpret subjects through different communication channels and identify areas for improvement.
	7. Inputting and reviewing communications programmes and plans.
	8. Undertaking risk assessment [of campaigns?] and provide information to support stakeholder planning and strategy.
	9. Planning and delivering engagement activities for stakeholders, such as curating the content, supporting events, and collating feedback.
	10. Proofreading and editing communications materials such as press releases, briefings, and social media content.
	11. Meeting the council's writing style, brand guidelines and accessibility requirements in all communications.
5. Constructively take part in meetings, supervision, seminars, and other events designed to improve communication.
6. Use information technology systems to carry out duties in the most efficient and effective manner.
7. Achieve personal performance targets, as agreed by your line manager.
8. Carry out duties and responsibilities in accordance with the Council’s customer care standards.
9. Be committed to the Council’s ambitions and CARE values (see above).
10. Undertake other duties compatible with your learning and development as required.

Compliance

Ensure legal, regulatory and policy compliance under GDPR, Health and Safety and in area of your specialism identifying opportunities and risks and escalating where appropriate.

Work style

Hybrid. Apprentices will be working in the office two to three days a week with some home working.

Person specification

You should demonstrate on your application form how you meet the criteria. Please ensure you address all the criteria as this will be used to assess your suitability for the post.

Essential criteria

Qualifications

|  |  |  |
| --- | --- | --- |
| Essential criteria | Criteria description | Assessed by |
| E1 | Interest and motivation to work and obtain [Level 4 Public Affairs and communications Assistant](https://www.instituteforapprenticeships.org/apprenticeship-standards/public-relations-and-communications-assistant-v1-1)apprenticeship qualification  | Application/Interview |
| E2 | Ability to meet the course entry requirements:* GCSEs (or Level 2 equivalent) at grades 4+ A-C in Maths and English
* A-level (or Level 3 equivalent) in any subject
* Pass the course entry assessments including English and Maths
 | Application/Provider assessment |

Skills

|  |  |  |
| --- | --- | --- |
| Essential criteria | Criteria description | Assessed by |
| E3 | Ability to communicate effectively  | Application/Interview |
| E4 | Ability to work as part of a team  | Application/Interview |
| E5 | Ability and willingness to follow instruction and learn new tasks.  | Application/Interview |
| E6 | IT skills and ability to learn new systems.  | Application/Interview |
| E7 | Ability to adapt successfully to change. | Application/Interview |
| E8 | Excellent time management skills.  | Application/Interview |
| E9 | Ability to maintain confidentiality. | Application/Interview |

Special requirements of the post

|  |  |  |
| --- | --- | --- |
| Essential criteria | Criteria description | Assessed by |
| E10 | Meet Islington Apprenticeship eligibility criteria:* Islington resident or
* Islington care leaver or
* Islington school leaver in the last 12 months
 | Application |

Our accreditations

Our accreditations include: the Healthy Workplace award; Timewise; London Living Wage Employer; Disability Confident Committed; The Mayor’s Good Work Standard; Stonewall Diversity Champion; and Time to Change.

