

Job Description and Person Specification

**PUBLIC RELATIONS & COMMUNICATIONS ASSISTANT
APPRENTICE**

A Lambeth to be proud of



Job Title: Public Relations & Communications Assistant Apprentice (Level 4)

Grade: Scale 3

Department: Strategy and Communications

Business Unit: Internal Communications

Reports to: Internal and Corporate Communications Manager

Responsible for: Internal communication to support Lambeth Council's internal and corporate communications, engagement and consultation activities.

Context

This is a fantastic opportunity to develop your communications skills and experience by working as a Communications Apprentice within our busy Campaigns and Communications team. Apprenticeships give you the opportunity and support to develop work-placed skills in an organisation committed to your professional success.

Job Purpose

Reporting into the Internal and Corporate Communications Manager, you'll also work with the wider campaigns and communications team to achieve its objectives. This is a busy, varied and rewarding role. You'll gain hands on experience communicating with a wide range of stakeholders across Lambeth. Ideal for someone wanting to begin a career in communications.

Responsibilities

As a Lambeth Apprentice, you will fully commit to the 20% off-the-job training requirements of the post alongside your normal day-to-day job. The post holder will complete a course of study and/or all learning and development requirements of the role.

You will be expected to engage with opportunities developed specifically for Lambeth Council Apprentices. As a Lambeth Apprentice, you will use the support on offer to maximise your professional development.

You will have the opportunity to participate in a supportive environment to develop the behaviours, knowledge and professional skills required of the role and the team. You will commit to your professional development plan, set out at the beginning of your Apprenticeship.

You will take ownership of the tasks and projects set out by your line manager. As an apprentice you should understand the importance of and manage both your professional and learning responsibilities.

PERSON SPECIFICATION

PR & COMMUNICATIONS APPRENTICE (Level 4)

It is essential that in you can meet the following requirements for the role and be able to give evidence or examples of your proven experience in each of the short-listing criteria marked Application (A). You should expect that all areas listed below will be assessed as part of the interview and assessment process should you be shortlisted. If you are applying under the Disability Confident scheme, you will need to give evidence or examples of your proven experience in the areas marked with “Ticks” (✓) on the person specification when you complete the application form. <i>For link/career graded post, please mark knowledge, experience, and behaviours clearly for each grade.</i>			Shortlisting Criteria
Qualification Q1	Q1	Meets apprenticeship scheme core criteria as stated in job advertisement Minimum GSCE English Language grade A - C (4 – 9) or equivalent. Minimum GCSE Maths grade E and be committed achieve a level 2 pass by the end of the taught programme.	A
Key Knowledge	K1	• Communication skills, both verbal and written • A Collaborative approach to work to achieve higher objectives. • Awareness and active user of technology and tools. • Flexible with the ability to adapt to changing priorities. • People focused, putting people and kindness at the heart of everything you do.	✓A
Relevant Experience	E1	Relevant PR and Communications experience either in a workplace or while in study	✓A
Core Values and Behaviours		Equity • Listen to the views of others and ask for their opinions making sure that everyone in my team inputs into the things that matter.	

		• Ensure fairness and justice is at the heart of my decision making and support to my team and others. • Take time to build trust, building the respect of our stakeholders and ensuring as a team we take accountability for doing what we agree to do. • Develop others and ensure we work as one team for Lambeth, encouraging everyone to play their part • Take positive action to ensure everyone in my team has opportunities to learn and grow at work • Encourage everyone to be themselves at work and value who they are • I am inclusive and actively celebrate diversity, recognising everyone in my team as individuals.	
		Kindness • Treat each member of my team with respect and dignity just as I would want for myself. • Encourage each member of my team to do their very best work and am available to them to provide support and guidance. • Personalise my support to each team members and look out for them, lending a hand wherever I can • Encourage everyone to try and learn from mistakes and use integrity to take action with my team to put things right together • Work with empathy seeking to understand each and every member of team, their unique perspective and circumstances and ensure everyone is heard • Take the time to communicate, being honest, open and genuine and taking the time to get to know team members as individuals. • Show compassion and patience recognising that everyone in the team has unique experience and celebrating the great work they do for Lambeth. • Look after the health and wellbeing of my team members and encourage open and regular discussions about the issues that impact on them, working together to find solutions.	

		Accountability • I encourage and support my team to do the right thing even when it's tough and we communicate our decisions in a timely way • I ensure my team and employees take individual and collective accountability for performance and delivery, making sure that they have clear plans and performance objectives. • I ensure my team plan ahead, getting the basics right and take swift action when problems arise • I encourage my team to be risk aware and ensuring that our decisions and actions are informed and understood and communicated to others. • I provide regular, timely and constructive feedback to my team members on their performance and behaviours and act quickly when performance is not on track. • I share my learning, knowledge and skills with others thorough coaching and mentoring and encourage others to do the same. • I ensure that my team and I put residents, communities, customers and their needs at the centre of everything we do. • I encourage my team to learn and grow and ask questions to find the information they need to do their jobs	
		Ambition • Am proud of our borough and my team and encourage everyone in the team to aim for the highest possible standards of excellence in everything we do. • Encourage my team to be flexible and try new things when it's appropriate to do so and tell me what could be improved. • Promote a one team for Lambeth approach reaching out to our stakeholders to face our challenges together • Encourage and support my team to be courageous for our residents and communities and stop at nothing to ensure they have the best possible outcomes • I make time for the team to Innovate and look for creative ways to do things better, being curious about possibilities. • Positively challenge and encourage the team to collaborate and look for solutions	

		together across service and team boundaries. • Make time for my team to grow and develop taking advantage of opportunities to learn from each other and others. We plan our learning and career growth.	
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