

## PR & COMMUNICATIONS APPRENTICE

### Terms and Conditions

**Start Date:** 27 September 2021

**Expected Duration:** 18 Months

**Working Hours:** Full time (37.5 hours per week, including lunch break)

**Salary:** £21,157.50 per annum (based on London Living Wage)

**Location:** Currently in the office Monday and Tuesday in Farringdon, London and remote working Wednesday, Thursday and Friday. This arrangement will be reviewed at the end of September 2021.

**Holidays:** In addition to 25 days' holiday and 8 public holidays each year, we close between Christmas Eve and New Year, allowing staff further paid leave.

**Pension:** Flint Culture offers a workplace pension plan with Royal London currently with 5% employee and 3% employer contributions

**Benefits:** Corporate gym membership, company events and a dedicated annual budget for training and arts and culture events.

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Flint Culture is an award-winning communications consultancy that specialises in the cultural and creative industries. We deliver campaigns worldwide through offices in London, Dubai, Istanbul and Delhi supported by an international network of Associates. Our work is driven by specialist expertise, regional insights and a belief in the value of culture.

We pride ourselves on nurturing and developing talent and have run a successful quarterly internship scheme since 2014. We are now seeking our first PR and Communications apprentice to join our London team.

The role requires a self-starter who is committed, ambitious and a highly organised team player with strong verbal and written communication skills. The ideal candidate will have a genuine passion for arts and culture and a love of the media. The role is instrumental to the agency and sits at the centre of campaigns across the arts and culture sectors, including but not limited to commercial galleries, museums, art fairs, public institutions and contemporary art platforms.

## **Main Duties & Responsibilities**

- Supporting the delivery of media and promotional campaigns across multiple client accounts
  - Acting as a point of contact for clients and building client relationships in collaboration with your account team
  - Creating and editing press releases, media lists and contributing to publicity strategies
  - Pitching and responding to journalist requests and enquiries
  - Monitoring media coverage and collating digital cuttings for client reports
  - Supporting the management of social media channels for client accounts
  - Assisting at client events, private views, photocalls, and press launches
- Building and strengthening relationships with the UK and international media
- Supporting Account Executives, Account Managers and Directors on campaigns
- Contributing to prospective client campaign proposals and meetings
- Contributing to Flint Culture's social media channels (content creation and implementation)

## **Apprenticeship training overview**

- The training provider for this apprenticeship is Public Relations and Communications Association ([PRCA](#))
- As a Public Relations and Communications Apprentice, you will follow a Level 4 Public Relations Assistant apprenticeship standard, which is a nationally recognised qualification route with a Diploma.
- This will involve "on the job" training, virtual visits from an Apprenticeship Coach, an internal line manager to provide ongoing guidance, online learning and creating a portfolio of evidence
- You will be working towards an End-Point Assessment (EPA) which will determine if he/she has the knowledge, skills, and behaviours listed in the PR & Communications Assistant Standard
- You will develop a wide understanding of Public Relations and the impact it has on businesses
- You must follow company and training provider procedures at all times

## **Skills & Experience Required**

- Excellent copywriting and verbal communication skills
- Excellent research skills
- Excellent organisation and attention to detail
- Ability to work well on own initiative and within a team
- Ability to work under pressure, meet deadlines and multitask within a busy environment
- Flexible approach to work with the ability to attend evening and weekend events where necessary

## **Educational background**

- GCSE Grades 9-4 (A\*- C) or equivalent in English Language and maths
- Minimum of 3 A Levels or equivalent is required
- Graduates must have studied a degree which is completely different to PR, Communications, Journalism or Advertising degrees

## **Preferred**

- An arts-related degree
- IT skills to include Photoshop and Mac software
- Experience in using social media platforms (including Twitter and Instagram)

## HOW TO APPLY

- To apply for the role, please provide a CV and covering letter demonstrating how your skills and experience meet the role's requirements to:

Chantal Lane, Operations Manager at [chantal.lane@flint-culture.com](mailto:chantal.lane@flint-culture.com).

Please state *PR & Communications Apprentice* in the subject line.

- **The deadline** for applications is 10 am on **Wednesday 1 September 2021**
- **Interviews:** will take place on **Wednesday 8 September 2021** and **Thursday 9 September 2021**. They will be carried out preferably in person, and they will last approximately 1 hour and 15 mins in total.

### Interview Format

- **Task:** You will be required to take a written test on a computer before your interview. You will have 45 minutes to complete it, and then you will talk it through at your interview.
- **Interview:** You will be interviewed by two senior members of the Flint Culture, London team and the interview will last approximately 30 minutes.

*If you require any reasonable interview adjustments, such as assistance if the test is on a computer, such as a larger screen or software, more time to complete assessments or a verbal test rather than a written one. Please inform Chantal Lane at [chantal.lane@flint-culture.com](mailto:chantal.lane@flint-culture.com).*

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We actively encourage people from a variety of backgrounds with different experiences, skills and stories to join us and influence and develop our working practice. We are particularly keen to hear from candidates from Asian, Black or ethnically diverse backgrounds and candidates who self-identify as disabled. All candidates who self-identify as disabled who demonstrate that they meet the essential criteria will be invited for an interview. Flint Culture is committed to equality of opportunity for all staff, and applications from individuals are encouraged regardless of age, caring responsibilities, disability, gender, gender identity, marriage and civil partnership, pregnancy and maternity, race, religion or belief, and sexual orientation.