

## POWERSCOURT - LEVEL 4 PR & COMMUNICATIONS ASSISTANT - APPRENTICESHIP

Have you recently finished college and are keen to develop a career in PR & Communications, gaining a Level 4 professional qualification whilst working and earning a salary?

If you've answered yes to the above questions, then continue reading to find out more about our first apprenticeship at Powerscourt!

### ABOUT POWERSCOURT

Powerscourt is an award-winning independent strategic communications consultancy with offices in London and Dublin. We advise companies across a broad range of services, including financial and corporate communications, crisis and issues management, political affairs, sustainability and campaigning.

Some of the largest and most influential companies in the world rely on our advice to safeguard their reputations, including AutoTrader, Airbus, Brewdog, Gousto, Halfords, International Chamber of Commerce and Zurich Insurance.

You'll be part of a dynamic, collaborative business and learn from some of the most skilled people in the industry. Powerscourt has a very collaborative and sociable culture- we see our clients' success as our success, and we're looking for people just as ambitious as us to join the Powerscourt family.

### OUR APPRENTICESHIP PROGRAMME

This is an exciting opportunity to join Powerscourt as part of our first PR & Comms Apprenticeship Programme- designed to help you gain practical work experience and core skills that will enable you to build a long-term career with us. You'll have the Powerscourt family at your side providing the support you need to build your confidence and be at your best.

We've partnered with the Public Relations and Communications Association (PRCA) to deliver our first apprenticeship programme. The PRCA represents more than 35,000 PR professionals in 82 countries worldwide.

The programme runs for circa 19 months and includes blended learning with full access to virtual classroom sessions, webinars, telephone, video conferencing and PRCA training courses.

With us, you'll gain an understanding of:

- The role of PR
- The creative process that generates media and campaign ideas
- The full communications and media landscape, including digital media
- How to deliver campaigns that help an organisation deliver against their business objectives
- Pitching PR stories to the media
- Preparing CEOs and business leaders ahead of interviews with both broadcast and print media
- Crisis communications and advising organisations on how to navigate them
- Researching and analysing data
- Building effective relationships, growing your network and interpersonal communications

...and much more!

The End Point Assessment required to complete the apprenticeship will take a maximum of 3 months to complete, and entails:

- Work-based project

*Powerscourt is an Equal Opportunity Employer, and we welcome and encourage diversity in our workplace.*

- Presentation
- Knowledge test

## THE ROLE

As you start your PR & Comms career with us, we want to make sure you're set up for success. We'll ensure that you are fully supported by the Powerscourt family, and given all the relevant training so that by the end of the programme, you develop beyond the responsibilities below:

- Account administration
  - ensuring our client account administration and reporting runs smoothly
  - ensuring our account infrastructure is kept up to date
- Media monitoring
  - actively monitoring the news and media landscape on a daily basis to find information relevant to our clients
- Writing
  - produce first drafts of press releases, media summaries and news wraps, opinion editorials, pitches for journalists
- Client liaison
  - be an active member of the client team, contributing to calls and responding to client requests, arranging client events (e.g. financial results logistics)
- Research
  - produce thorough and well researched briefing notes for clients
  - better understand our clients organisational goals to deliver effective campaigns
  - support new business pursuits
- Media and analyst relations
  - analyse client data to extract newsworthy angles
  - as you progress into the role, liaison with journalists and analysts on behalf of our clients

## WHO WE'RE LOOKING FOR

The role will best suit someone who wants to fast-track their career in communications and hit the ground running. It's a fast-paced environment where you'll learn quickly and be supported every step of the way. We are seeking bright, motivated applicants who have a genuine interest in current affairs, business and the media.

The successful candidate will be supporting our Industrials and TMT (Technology, Media & Telecoms) team.

Applicants must have a minimum of Grade 4 (Grade C) in Maths and English (Language or Literature) at GCSE and, a minimum of Grade C at A-Level (in any subject).

Whilst we have set eligibility criteria, we consider the below skills just as important:

- Character: you will show your passion and enthusiasm for learning and collaboration
- Communication skills: you will have strong verbal and written communication skills and enjoy meeting and working with new people
- Client service: you will have an interest in delivering a high level of professionalism with colleagues and clients
- IT literacy: you will be proficient in using the Microsoft package (Outlook, Word, PowerPoint, Excel)

**The application deadline for your video & CV submission is 5pm Friday 29<sup>th</sup> September- please read the full details on how to apply below.**

## THE PACKAGE - WHAT'S IN IT FOR YOU

Why choose to complete your Apprenticeship with Powerscourt?

We put people at the heart of our culture, we encourage, nurture and value the input of each individual from our entry level roles, through to our Managing Partners. That's why we offer:

- Competitive salary
- Benefits include annual bonus, pension, 25 days' annual leave plus 2 days at Christmas and 1 day on your birthday, wellbeing allowance, private medical insurance, dental plan, social events, volunteering opportunities and lots more. Please see the Benefits Document on the Careers page of our website for our full offering
- Access to excellent training and career development opportunities - our aim is to promote our Apprentices to Consultants within 19-months
- Hybrid working and flexibility on working days in the office
- A 75 / 25 split between your "home team" and other sector teams to further your learning experience

## THE PROCESS

Our interview process consists of 4 stages:

- Stage 1 - CV and video submission
- Stage 2 - Written assessment
- Stage 3 - Virtual interview with Simon Petar
- Stage 4 - Final interview & presentation at our London office

## HOW TO APPLY

If you're looking to start an apprenticeship this year then we'd like to hear from you!

**To apply;** please submit your CV and a short video clip (no longer than 60 seconds) explaining the following: a story that you've been following in the media/business press and how well or otherwise you think this has been reported.

The above should be sent to [hr@powerscourt-group.com](mailto:hr@powerscourt-group.com). **The application deadline for video and CV submission is 5pm Friday 29<sup>th</sup> September.**

**If you're successful in progressing to stage 2 of the process, a member of the HR team will be in contact with you W/C 2<sup>nd</sup> October.**

If you require any reasonable adjustments to be made to the application process, please highlight this in your submission and a member of the HR team will be in contact.

Good luck!