

Vacancy Details	
Job title	Brands PR Assistant Apprentice
Vacancy Location	House, 1st Floor, Circus, 21 Great Titchfield St., London W1W 8BA (With flexibility for home working)
About the Apprenticeship	<p>Supporting the Brands department and working into a PR Manager, the Brants PR Assistant will undertake a range of duties across the client roster.</p> <p>An example of key responsibilities includes:</p> <ul style="list-style-type: none"> ● Support the Brands Department in the management of media campaigns including pitching, reporting and research ● Contribute to planning press campaigns securing appropriate coverage, developing creative ideas and identifying angles. Researching and identifying new media opportunities ● Create press releases and other written materials ● Assist in updating and maintaining the department’s media network of contacts and developing their own media contacts. ● Monitor and collate digital and print coverage for regular reports shared with the client ● Ensure all admin for client projects and the PR team is kept up to date <p>Your role will also include building relationships with our clients and representing the organisation at events. You read the national daily, pitch for press coverage across all media channels, organise meetings with journalists.</p> <p>Your admin skills will be put to good test through general office duties, including transcribing audio, answering the phone, attending, and taking notes at meetings.</p>
Annual Salary	The successful candidate will be paid the National Minimum Wage according to their age as per the minimum wage rates for 2023. Please see here for more information.
Working Hours	Monday - Friday (9.30am-6.00pm). While the company offers the option of a flexible working arrangement at the moment, the Apprentice will gain a greater understanding of the company and the role by being based in the office more often, particularly in the

	<p>beginning of their employment. Any flexible arrangements will be agreed with their manager.</p> <p>The Apprentice will have the opportunity to attend out of hours events, and interest in doing this will help their development and understanding of the company.</p>
<p>Future prospects description</p>	<p>This role presents a unique opportunity for an ambitious individual looking to kick start a career in brand PR within the music, entertainment, and tech industries.</p> <p>This apprenticeship will offer a chance to gain key skills within PR, that includes development/training across the following areas:</p> <ul style="list-style-type: none"> • A basic knowledge of how PR works • PR admin skills • PR sector knowledge within the music, entertainment, and tech industries • Client relationships and client management • Knowledge of the media landscape and how it operates <p>Upon completion of the apprenticeship and evaluation by the company’s supervisors, the successful candidate may be offered a job at the end of the Apprenticeship.</p>
<p>Employer Details</p>	
<p>Employer Description</p>	<p>Independent PR and communications agency based in Oxford Circus, central London.</p> <p>Working as part of the Brands department, you’ll start to form relationships with clients as well as gain an understanding of project work and the wider media landscape. There is the opportunity to attend events on behalf of the wider agency. If you have a passion and interest in a career in communications, then this is an amazing opportunity.</p> <p>DawBell has nearly 40 staff in total working across Music, Entertainment, Events, Sports along with Brands, and we support staff through development and training opportunities, weekly company meetings, along with sessions and masterclasses with external speakers.</p> <p>Company culture is critical to DawBell’s success, and we put on regular social events with the team, including Summer and Christmas parties.</p> <p>www.dawbell.com</p> <p>To find out more about the company and hear from the team you’ll be working at, visit this link to view a short introduction video!</p>

About the Candidate	
Skills and knowledge required	<ul style="list-style-type: none"> ● A strong communicator – orally and written. ● Good research skills ● Attention to detail ● Basic knowledge of writing copy ● Awareness of UK national media, including key UK publications both in print and digitally, would be a distinct advantage ● An interest in developing a deeper understanding of the media landscape and how it operates ● Knowledge of: Instagram, Facebook, Soundcloud, Twitter, YouTube, TikTok, Tumblr and DawBell website and keep a regular eye on them to ensure they are up to date
Personal Qualities	<ul style="list-style-type: none"> ● Inquisitive and interested in learning outside of their defined job role ● A willingness to learn ● A flexible approach to work ● An ability to work as part of a team and independently
Qualifications Required	<p>If you do not have English, Maths, and ICT at GCSE's (A-C or 9-4) level or equivalent, you will be required to take these qualifications as part of your apprenticeship.</p> <p>Graduates can apply, but a degree is not necessary, nor will it give you an advantage.</p>
Additional Detail	
Important Other Information	Applicants must be fully committed and ready to complete this apprenticeship.
Reality Check	Do not contact the employer directly; failing to adhere to this will see your application automatically withdrawn.
How to Apply	
<p>To apply for this vacancy, you must complete an application and diversity monitoring form and return both to hello@ariteminue.com CVs will not be accepted.</p> <p>Click here for application form and diversity monitoring form.</p>	

We want you to perform at your best during this process and are happy to discuss any support/personalisation you may need during our application and selection process as part of our reasonable adjustments approach. So, we encourage you to get in touch with us if you require anything.

Ahead of applying, if you would like to find out more about the company and hear from the team you'll be working at, visit [this link](#) to view a short introduction video

Supplementary Application Form Questions

Two Vacancy Specific Questions

As part of the application process, please answer the following questions:

1. Tell me about a recent brand PR campaign that stood out to you and why?
2. What sources are your go-to places for news?

Key Dates

Closing date

Wednesday 3rd May

Interview timeline

Wednesday 10th – Friday 12th May 2023

Possible start date

Monday 5th June 2023

About the interview process

The interview process will consist of the following:

1. 1st stage virtual interview via zoom with the Brands PR Director
2. 2nd stage face to face interview with the Brands PR Director and PR Manager

As part of the longlisting process, a member of the All Things People & Talent team may contact you to address any questions we have relating to your application.

If you have any support requirements, please do send them to us at hello@ariteminue.com

We will be reviewing applications throughout the recruitment window. We reserve the right to close the vacancy should a suitable candidate be found earlier than planned.

About the training

You will be working towards a **[PR & Communications Assistant Standard](#)**, with the **Level 4 Diploma**. You will select training courses relevant to your role, which may include:

- Making Great PR Campaigns with Instagram

- Introduction to PR and Communications
- Project Management
- Winning New Public Relations Business
- Writing for PR & Communications
- Client Management