



Job Description – Apprentice

Core focus: Building knowledge, skills and understanding to become a communications professional

Role purpose:

An Apprentice is an integral member of the ADPR team, supporting the delivery of high-quality PR programmes while developing the knowledge, confidence and practical skills needed for a successful career in communications.

Working alongside experienced colleagues, they will gain hands-on experience across media relations, content creation, social media, events, research, client service and agency operations. Through a combination of real client work, structured learning and mentoring, they will build an understanding of how strategic communications supports commercial success, while developing the professionalism, curiosity and initiative expected of an ADPR team member.

Responsibilities

Client Impact

- Good grammar and sentence structure, careful and considered written internal communications. Proof reads all works before submitting.
- Developing writing skills for various forms – press releases, blog copy, social media posts, newsletters etc – with support and feedback from managers.
- A growing understanding of how the media works and the opportunities available, in the particular areas in which you operate. Starting to build relationships with journalists and influencers.
- Supports the process of press release distribution and starting to sell items into media as directed.
- Contributes to the creation of campaigns and their implementation.
- Professional and approachable with clients – may not be client facing across all clients at this stage.
- Develops an understanding of different client sectors and audiences.
- Supports the planning and delivery of campaigns across multiple communication channels.
- Builds confidence presenting ideas and contributing to meetings.
- Produces accurate work, seeking feedback and continually improving.

Commercial Awareness

- Has awareness of the client split, internal hours and investment.

- Records time accurately via Harvest, across billable and non-billable hours.
- Can undertake media and administration desk research for new business pitches and current client programmes as directed.
- Begins to understand how agency profitability is created through effective planning, utilisation and delivering value for clients.

Sector Authority

- Building relationships with key journalists and influencers.
- Monitors the media to keep up to date with current affairs and build knowledge of the journalist and media landscape.
- Attends meetings, presentations and networking, with team support.
- Builds knowledge around the key agency sectors.
- Supports ADPR's own marketing channels with content and ideas.
- Contributes to team development through sharing relevant knowledge and skills when required.

Proactivity & Initiative

- Capable of juggling more than one task/client and prioritising workload accordingly. Has accountability and manages workload with support.
- Handles administration for accounts including filing, press cuttings etc to support the smooth running of accounts, with support.
- Contributes to team discussions and meetings.
- Actively curious about AI and its benefits for the workplace.
- Takes ownership of personal learning and actively seeks feedback.
- Demonstrates curiosity by asking questions and exploring new ideas.

Leadership & Culture

- Adheres to ADPR's team and client promises.
- Acts professionally and with integrity to build trust.
- Manages own time well and prioritises, with support from the team.
- Is open to feedback and committed to continuous improvement.