**PUBLIC RELATIONS AND COMMUNICATIONS ASSISTANT - APPRENTICE**

**(APPRENTICESHIP ROLE – LEVEL 4)**

Reports to Head of Policy & Partnerships
Fixed Term Apprenticeship (12-19 months)
Full-time, 37.5 hours per week (at least 20% off-the-job training)

*While we are aware of the government’s minimum apprenticeship wage requirements, we are committed to paying* ***£12.21 per hour from day one****, regardless of the apprentice’s age or length of time on the programme. We believe in offering fair and competitive pay that reflects the value apprentices bring to our organisation from the very start.*

**PURPOSE OF THE ROLE**

To support key projects like the Quarterly Economic Survey and Local Skills Improvement Plan, helping generate insight into Doncaster’s economy and employer needs; contribute to campaigns including city centre regeneration, the reopening of Doncaster Sheffield Airport, and major infrastructure and skills initiatives; and provide secretariat support for forums such as the Transport and Infrastructure Forum, ensuring smooth coordination and clear follow-up.

**KEY RESPONSIBILITIES**

**Research & Insight**

* Support the delivery of research projects such as the Quarterly Economic Survey and the Local Skills Improvement Plan, including data collection, analysis, and reporting.
* Use both quantitative (e.g. surveys, statistical analysis) and qualitative (e.g. interviews, focus groups) research techniques.
* Conduct desk-based research to provide context for policy and campaign work.
* Present insights in clear and accessible formats for internal and external audiences.

**Communications & Campaigns**

* Write and edit engaging content across multiple channels, including press releases, social media posts, briefing papers, blog articles, and newsletters.
* Help develop clear, consistent messaging that supports the Chamber’s priorities and campaign objectives.
* Assist in managing the Chamber’s digital presence, including monitoring and responding to social media activity to maintain positive stakeholder engagement.
* Monitor media coverage, political developments, and emerging trends relevant to Doncaster’s economy and business community to inform communications strategy.
* Support campaign planning and evaluation by contributing to audience research, messaging refinement, and impact measurement.

**Stakeholder Engagement & Secretariat Support**

* Assist with the organisation of policy forums and stakeholder groups, including providing secretariat support (e.g. preparing agendas, taking minutes, following up on actions).
* Support the planning and delivery of policy events through promotion, sending invitations, supporting registrations, preparing event materials and on-the-day event support.
* Build and maintain strong relationships with members, public sector partners, and community stakeholders.
* Help coordinate interviews, focus groups, consultation events, and roundtables.

**Essential**

* Excellent written and verbal communication skills.
* Organised, detail-oriented and proactive.
* Confidence handling data and summarising findings clearly.

**Desirable**

* Awareness of current affairs, local economic issues, or regeneration.
* Experience using social media or producing written/digital content.
* Any prior involvement in school/college councils, campaigns, research projects, or community activity.

**Apprenticeship Training**

This role includes enrolment onto a Level 4 apprenticeship:

* Public Relations & Communications Assistant (Ref: ST0991)

The programme provides dedicated off-the-job learning time and structured support from a training provider. It offers the opportunity to develop specialist skills, gain real workplace experience, and contribute meaningfully to Doncaster Chamber’s work.

The apprentice will also be expected to actively engage with events and networking opportunities to enhance their learning and professional development.

To apply, please click [here](https://www.findapprenticeship.service.gov.uk/apprenticeship/VAC1000340068#apply).