

# PR and Communications Level 4 Standard

Industry-led apprenticeship provider



Don't miss out on this opportunity to build your skills and make a real impact in the world of PR. Join the PR & Communications Level 4 Apprenticeship Programme today!

Course Overview:

- 13-15 month programme, including a 3 month EPA
- In-person classroom training in Manchester

94% Distinction rate



85% Retention rate



Your apprenticeship programme

Course delivered by Multi Award Winning Apprenticeship Provider

Our industry-led apprenticeship programme lets you seize the opportunity to reap the many benefits of developing your skills on the job and off the job with training delivered by industry experts.

We've packed in all the necessary theoretical knowledge and added in the practical skills which we know are essential to thrive in the industry, as well as a host of vital professional and interpersonal skills to enhance your employability.

Why the PR and Communications Apprenticeship?

Are you looking for a way to kickstart your career in PR? Check out PR & Communications L4 Apprenticeship Programme! This brand-new course from a multi-award-winning apprenticeship provider is perfect for up-and-coming talent like you.

By joining this programme, you'll learn valuable skills that will help you stand out in the job market and make a real impact in the world of PR.

What you will learn during your apprenticeship



Media relations



Digital PR



Influencer marketing



Reporting and evaluation



Reputation management and crisis comms



How to run effective creative campaigns



# Why choose The Juice Academy?

## Industry-led Apprenticeship Provider

The Juice Academy is a multi award-winning, industry led apprenticeship provider which means all training is delivered by practicing industry specialists, rather than academic trainers. This means apprentices will be given not just 100% up to date technical skills but also the life skills needed to quickly progress in their career.

## Partnered with Industry Experts

We have recently partnered with Smoking Gun to deliver the PR & Communications L4 apprenticeship, where all training is delivered by current industry experts. We will continue to partner with new organisations so we can increase the number of available apprenticeships and help to get even more people into work.

**SMOKING  
GUN**

## High Retention Rate

Our high retention rate of over 85% after completion of our apprenticeship programme is a testament to the quality of our programme and the dedication of our team.

We believe that investing in apprenticeships is not only good for the individual but also for the organisations for which they work. Our programme provides individuals with the opportunity to gain practical experience, develop new skills, and contribute to the success of the business. In return, we offer a clear path for career development and growth.

Our first apprenticeship was the first industry-led social media apprenticeship programme in the UK, where we have already trained around 600 apprentices, working with over 500 businesses. We are proud to provide a proven track record of high-quality training and development opportunities for apprentices across the country.



## Smoking Gun: Daring moves with game-changing rewards

**The agency boasts an enviable client roster from the NHS to Alton Towers Resort, PG Tips to Interflora and a diverse range of sectors inbetween.**

**SMOKING  
GUN**

Their 3i proven process; inspired insights, ingenious ideas & intelligent measurement, has seen them help clients achieve both communications and business goals resulting in over 80 peer judges award wins, including 7 global effectiveness awards from their Manchester HQ.

It's highly experienced senior team blend years of newsroom know how

with digital darers, savvy strategists and creative can do-ers.

Their combined mission is to shift consumer behaviour and build trust. They change perceptions and move audiences.

They do intelligent, disruptive, ingenious communications campaigns – that solve real business problems.

#createingenious  
[www.smokinggun.agency](http://www.smokinggun.agency)





# Applying for The Juice Academy

To apply, head to [www.juiceacademy.co.uk](http://www.juiceacademy.co.uk)

## What next?

You submit a written application online. Your application will then be sent to The Juice Academy team to review. If successful, we will ask you to complete several assessments. If you are eligible, your application will be sent to potential employers for a chance at their interview process.

## If I'm successful?

Start date with the employer could vary – but you need to be available to start immediately. You will be sent the Course Overview from the Juice team so you know when your training starts. But be prepared for a super quick process!

## And if I'm not successful?

Because we receive so many applications, unfortunately we can't place everybody. If you are not successful with an employer, we do give you another chance for future intakes or we might suggest a different apprenticeship which might suit you better – either way, you're a step closer to a great career!

## Intakes

Winter – January  
Spring – April  
Summer – July  
Autumn – October

“ **85% of the apprentices at The Juice Academy are offered a permanent position at the end of their apprenticeship.** ”



## Get in touch

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 [juiceacademy.co.uk](https://juiceacademy.co.uk)

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