

Music PR and Comms Level 4

Duration: 16 months

Training method: Online

Funding value: £9,000

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**BIG CREATIVE
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APPRENTICESHIPS
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Course overview

The course provides a step by step PR campaign, covering elements which can be applied in the work place. It explores PR fundamentals, planning, research, execution and reporting. It focuses on press release writing, relationship management, reputation building and real-world scenarios in the music industry's PR domain.

Role responsibilities

An apprentice will be responsible for communicating with different people: the media, the public, internal colleagues or audiences to get their clients' or organisation's message across and influence opinions and behaviour in the most effective way. They are responsible for researching and understanding goals, and then using their digital and communication expertise to support the day to day delivery of effective campaigns in order to deliver specific or organisational objectives. This could take various forms including supporting social media activity, blogs, press releases or planning events. The occupation requires using initiative and involves working closely with colleagues in a team.

Typical job roles

Roles include Junior Account Executive, Junior Consultant, Junior Press Officer, Junior Publicist, Public Affairs Assistant, Campaign Assistant and PR Assistant & Communications Assistant.

Course units (over 12 month period)



Project 1: Reputation management

Understand how to communicate with media, identify techniques to get your pitch noticed and analyse a crisis situation and learn how to manage this.



Project 2: PR and digital strategy

Research print vs online pitch strategies and analyse different PR campaigns to understand the differences between them.



Project 3: Campaign management

Demonstrate using newsletter software to distribute your campaign. Identify methods for posting using social media and learn about online submission with Submit Hub and Muso Soup.



Project 4: Content production

Develop content production (non-written) skills using appropriate software and understand the differences between content for different social media platforms.



Project 5: Content distribution and evaluation

Learn how to report a campaign, manage project expectations when reporting and recognise the financial processes and marketing budgets for PR and radio campaigns.



End Point Assessment (4 months)

After the 12 month tutorial sessions apprentices will be required to submit material to pass their EPA. This will be in the form of 1-1 sessions with their work coach. During the EPA period as an employer, you will be required to assign a live project brief to the apprentice, this will work alongside the other evidence the apprentice will need to submit.



Why BCE

Established in 2000, BCE is the largest creative college in London and has deep ties to the creative industries.

- We have extensive industry experience across all members of staff
- Ofsted grade 2 provider
- Specialist recruitment service
- Dedicated account manager
- £30m has been invested in BCE's three industry campuses since 2015
- 88% of BCE apprentices progress to creative careers
- To upskill current workforce and offer CPD opportunities

What you can expect during the apprenticeship

Hiring an apprentice with Big Creative education will support to shape the future of your emerging talent pipeline. Our tried and trusted methods are centred around commitment from the Employer, Apprentice and Training Provider (BCE).

The outlined expectations are essential for all involved to guarantee the apprentice and employer benefit from the apprenticeship. For an employer cohort of 8 apprentices or more, employer's can benefit further from:

- Closed cohorts
- Tailored delivery plan
- Bespoke learning modules and schedule

Training Provider (BCE)

- Provide a dedicated account manager to support the on boarding of apprentices
- Undertake initial and prior learning assessment to establish the apprentice and employer needs
- Provide high quality training and coaching to support the apprentice
- Support learners with EPA preparation
- Provide support to enhance the learners employability and well-being

Employer

- Provide a supportive and safe working environment for the apprentice
- Allocate for the 20% off-the-job training
- Attend one-to-one review with the learner and BCE to discuss progress, offer feedback and guide their development
- Provide apprentices with learning opportunities to support personal and professional development
- Maintain regular communication with the apprentice and BCE

Apprentice

- Prepare and plan for tutorials and coaching sessions
- Attend all planned training and one-to-one sessions
- Complete all off-the-job training logs
- Communicate support needs to both employer and BCE
- Commit and take ownership of own learning and development

