

THE PR APPRENTICESHIP: WHAT WE ARE LOOKING FOR

Use this document to map your existing skills, knowledge, and experience from your life so far to the things we look for in a candidate. This should make it easier for you to call on them in your applications and interviews.

SKILL/ATTRIBUTE/EXPERIENCE	EXAMPLE	YOUR EVIDENCE...
SOMEONE WHO KNOWS PR	PR or journalism work experience. Interest in PR – can you mention any recent campaigns that caught your eye? Social media/media disasters or success stories that you found interesting?	
A STRONG WRITER	Blogging, creative writing (poetry, stories, non-fiction, screenplays, scripts), journalism, writing for the web, diaries, school work	
A PASSION FOR MEDIA	What media do you consume? TV news, blogs, social media, newspapers, magazines. To work in PR you need to keep up with current affairs. How do you keep up to date with what's going on?	
A SOCIAL MEDIA GURU	Personal social media use – platforms, what you use it for. Professional social media use – have you used social media to grow a brand/raise awareness of an issue?	
A GOOD COMMUNICATOR	Times you have communicated with people effectively either verbally or written. Are you interested in people? Are you able to build relationships with different people?	
A CREATIVE THINKER WITH CREATIVE PURSUITS	Music, art, writing, photography, any kind of creating!	
AN ORGANISATION KING/QUEEN	Any example of your organisation skills: events, things for work, managing work and study, juggling different commitments	
A CONFIDENT PRESENTER	Any time you have presented or performed. Drama, school plays, presentations, social life	
AN EVENT CO-ORDINATOR	For school, work or personal life – any event that you have organised or helped to run.	

A PROACTIVE, ENERGETIC GO-GETTER	Times you have taken the initiative, fund-raised, helped out, got stuck in, contributed	
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