



We are Global

We think big, work hard and never stand still. It's our talented and passionate people that make us leaders in creativity and innovation and the proud home to the best media and entertainment on the planet.

We're here to make everyone's day brighter. That's everyone from our Globallers, to our audiences, every partner we work with and every community we work in. Whether we're making shows or making headlines, making everyone's day brighter is behind everything we do.

Whether we're in the studio, building a world-class Global Player app, displaying brilliant Outdoor ads, or producing fast-moving digital content, we're at our best when we're working together. It's why we show up, deliver great work and above all, it's the reason we all love to work here.

The role

Publicity Apprentice (18 Month Placement)

Overview of job

You'll be working in Global's high profile Communications Team who manage all external communications to media including newspapers, magazines, TV, radio and online news sites, as well as on Global's social pages on LinkedIn, X, Snapchat and TikTok.

As a Publicity Apprentice you will develop a clear understanding of the team's requirements and objectives, including reputation management, using PR to engage audiences and how to grow brand fame. You'll be working across consumer PR, commercial & trade PR, social media and events.

You'll be handling several tasks and projects at any one time, often to tight deadlines, and providing support to a small and busy team.

There will be lots of variety and you'll be supported by a team of experts.

3 best things about the job

- **Events:** The whole team coming together for Global's world-class events such as Capital's Jingle Bell and Summertime Ball to manage the red carpet and TikTok stars!
- **PR:** Gaining experience in corporate, business-to-business and consumer publicity and working with a wide range of journalists and influencers as well as working on fun photoshoots with Global presenters.
- **Collaboration:** Working with a broad range of departments right across the Global business including all the radio brands, podcasts, events, commercial (advertising) and Global's Make Some Noise.

Why come and join Global?





- Competitive salary
- 25 days of holiday
- Access to g:Perks Global employee benefits to include GymFlex and Season Ticket Loan
- Level 3 apprenticeship qualification
- Access to a network of media industry experts

Responsibilities of the role

- **Media monitoring** - Help create daily alerts and weekly highlights to ensure that the radio brands and wider business are kept up to date with key press coverage.
- **Team admin** - Manage diaries and emails, update media lists, create PowerPoint and Keynote presentations, arrange internal and external meetings and ensure rooms are suitable and that attendees needs are catered for.
- **Events** - Support on the red carpet with media management at Global's live events.
- **Photoshoots** - Help to plan and coordinate presenter photoshoots.
- **Social media** - Support Global and Global Player's social media output in a strategic and effective way across all major social platforms, with a particular focus on content creation, community management, and planning.
- **Writing** - Write for business and consumer communications - this could include articles, news releases, blogs, case studies and internal Workplace posts.
- **Evaluation** - Monitor and evaluate the effectiveness of PR campaigns to measure their impact.
- **Media relations** - Develop an understanding of how the media operates, deal with day-to-day press enquiries, pitch stories and build relationships with journalists.

Measures of success - what we are looking for in this role

- **Team spirit:** Get to know your new team, your roles and responsibilities and how they contribute to the success of the department. Promote a motivated work environment.
- **Admin:** Demonstrate effective administration and organisational skills.
- **Time management:** Manage your workload to ensure deadlines and objectives for both work activities and apprenticeship training are met.
- **Professional relationships:** Develop professional relationships with colleagues and stakeholders, demonstrate effective listening, verbal and written communication, and ensure supervisors and coaches are aware of work-in-progress and are briefed if any problems arise.
- **Working with other teams:** Attend briefings and updates with other teams understanding the role that PR plays in supporting them and their objectives.

Overview of the Level 3 Business Administrator Apprenticeship

- As this role is an apprenticeship, you will be studying for a qualification throughout the 18 months. The qualification you will gain at the end of this is Level 3 Business Administrator

What jobs could this apprenticeship lead on to in the future?

PR assistant, marketing assistant, events coordinator, project manager





Everyone is welcome at Global

Just like our media and entertainment platforms are for everyone, so are our workplaces. We know that we can't possibly serve our diverse audiences without first nurturing and celebrating it in our people and that's why we work hard to create an inclusive culture for everyone. We believe that diversity will set us apart, so no matter what you look like, where you come from or what your favourite radio station is, we want to hear from you.

We will always seek to make appropriate adjustments to the recruitment process and workplace to be fully inclusive to people with different needs and working styles. If you require us to make any reasonable adjustments for you or to disclose a condition, please email recruitment@global.com

