



### Ellie Emerson, Public Relations and Communications Assistance Apprenticeship (Level 4), Broadland District and South Norfolk Councils

“The apprenticeship voice: How apprentices can influence in their role within Councils, what have they achieved during their apprenticeship that’s had impact?”



I love the fact that I’m trusted so much in this role to come up with my own ideas and plans. Usually, I will get given a brief but then it’s up to me what I do with that, for example at one point I was tasked with coming up with social media ideas for the delivery plan. I was able to do whatever I wanted, within reason, and really think outside the box as these ideas could eventually be translated into posts to go out on our social media for the public.

Not having those rigid guidelines in place allowed me to express my creative freedom and have some control over how residents may view our councils through these posts - it’s a huge responsibility but I enjoy the challenge of coming up with new ideas.

My line manager Jon always ensures that I’m getting the most out of my experience here. He makes a lot of effort to ensure I’m getting a variety of tasks so that I get experience in many areas, from marketing projects to writing press releases.

Jon Pyle, Public Relations Manager at South Norfolk and Broadland Councils, said:

“Apprentices within this organisation have just as much of a voice as all other members of staff. We take all ideas into consideration and want everyone to feel comfortable expressing their creativity - I let Ellie know this from her first day.

“Each day, she carries out the media report which I rely upon as well as helping to manage the social media accounts; the tasks she does make a big impact on the smooth-running of the department. In some of her first weeks, Ellie mentioned the possibility of us creating a TikTok account as an additional social media platform for our councils. We listened to this and are now in the process of coming up with video suggestions for the launch of our TikTok this year.

“No idea is a silly idea. As an organisation, we want to move with the times and evolve, which means paying attention to what is current and looking at how we could fit in with that. With an apprentice comes a fresh outlook and enthusiasm, and we couldn’t be happier to welcome this.”

Being almost four months into my apprenticeship now, I’ve really found that I’ve been given the chance to grow and succeed and have a huge amount of control over what I’m doing but with the right amount of guidance. I get given tasks however I’m able to decide when I do them, as long as it fits in with the deadline. This provides me with a lot of flexibility within the role; sometimes our brains crave a more creative task with lots of writing, other times more methodical. Being able to influence my own day and when I carry out tasks helps me to increase productivity and complete the work to the highest standard possible.