



**Yorkshire  
Housing**

# Yorkshire Housing Role Profile

<b>Job title:</b>	Communications Apprentice	<b>Leader of others:</b>	No
<b>Reports to:</b>	Head of Communications & Brand	<b>Contract type:</b>	Agile Homeworking
<b>Business Area:</b>	Communications and Brand	<b>Car allowance:</b>	No
<b>Budget holder?</b>	No	<b>DBS required:</b>	No

## Job purpose

As part of our Communications & Brand team you'll get a broad range of hands-on experience across PR, digital and customer and colleague communications, content creation and campaigns.

You'll help us bring the story of Yorkshire Housing to life and share how we support our customers and communities by giving people a place they're proud to call home.

We'll support your apprenticeship learning every step of the way, giving you space to grow, ask questions and try new things.

You'll get on-the-job training from our expert communications team and will work towards a Level 4 PR and Communications Assistant qualification, completing blended online learning one day a week.

## Key responsibilities

- Create and schedule written and visual content for different audiences on our channels, making it clear, engaging and accessible.
- Film short videos on mobile phone, contribute to ideas for videos
- Support the planning and delivery of campaigns, bringing ideas and helping keep things on track.
- Research audiences and stakeholders so our messages land well.
- Help measure how our campaigns perform and share what we learn.
- Assist with monitoring media and social activity to spot opportunities and risks.
- Share stories, updates and content with colleagues, partners and the media.
- Support reputation and issues-management work when needed.
- Help to plan and deliver events and engagement activities.
- Provide admin support to help the team run smoothly including organising meetings and capturing actions.

## What you'll bring to the role

### The main things:

- 5 GCSEs (or equivalent) - Grades 9-4 / A-C or above including English and Maths
- 2 A Levels at grade A-D (or equivalent)
- A willingness to learn, be curious and get stuck in.
- Good written and verbal communication skills.
- Comfortable using digital tools and trying out new ones.
- Ability to build positive relationships with a range of people.
- Good organisational skills and ability to meet deadlines.
- Take responsibility and shows initiative.

- Act professionally and demonstrate integrity.

**It would be a bonus if you have:**

- Experience creating social media posts or short videos.
- Any involvement in events or project work.
- A UK driving license and your own transport

**Our values:**

Our values describe what matters most to us, and what our colleagues should expect from each other. We're all expected to show how we support and live up to these values in our work.

**Create trust** • Do the right thing, not the easy thing • Be honest and open • Do what you say.

**Be curious** • Think differently • Ask questions • Keep learning.

**Make it happen** • Own it • Do it • Be empowered.

**Achieve impact** • Do things that matter • Deliver results • Show pride and passion.

**Have fun** • Enjoy work • Be yourself • Stay connected.

We want colleagues to feel free to be themselves - so we're all responsible for making sure we promote a culture of equality, diversity and inclusion. And, as you'd expect, we're responsible for our own health and safety, following our policies and doing any training needed for our roles.

<b>Date Role Profile last reviewed:</b>	February 2026
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