

Communications Apprentice – Role Profile

Join Our Corporate Affairs – Marketing and Communications team as an Apprentice - London Luton Airport Apprenticeship Programme.



We're excited to announce a fantastic opportunity as part of our London Luton Airport Apprenticeship Programme! In line with our partnership commitments with Luton Borough Council, we're providing local opportunities for local residents from LU1 to LU4 postcodes to join our Marketing and Communications team — while earning a Level 4 Public Relations and Communications Assistant Qualification.

This is your chance to be at the heart of our mission to grow London Luton Airport and contribute to projects that have a real impact on our passengers, partners, and business performance.

Your Role at London Luton Airport Will Include:

Media Relations and Public Relations

- Support media relations activity and maintain media contact databases.
- Identify opportunities to promote positive stories and organisational achievements through local, regional, trade, and specialist media.
- Track media coverage and support the evaluation of public relations activity.
- Assist in drafting press releases, media statements, and reactive communications.
- Help coordinate responses to routine media enquiries under supervision.

Media Monitoring and Insight

- Conduct regular media monitoring to identify relevant news coverage, sector developments, and emerging issues.
- Produce media monitoring summaries and reports for colleagues and senior leaders.
- Monitor competitor, partner, and sector activity to identify opportunities and risks.
- Share relevant news stories and communications opportunities with the wider team.
- Support horizon scanning and issues management activities.

Content Creation

- Assist in producing engaging content for internal and external audiences.

- Draft news stories, blogs, case studies, newsletters, website content, and briefing materials.
- Support the development of communication materials including presentations, flyers, reports, and promotional assets.
- Help create multimedia content, including photography, graphics, and short-form videos.
- Gather stories and content from colleagues, customers, and stakeholders across the organisation.

Stakeholder Engagement

- Help maintain stakeholder databases and contact lists, ensuring information is accurate and up to date.
- Support engagement with communities, partners, local organisations, elected representatives, industry bodies, and other stakeholders.
- Attend meetings, events, exhibitions, and engagement activities to support relationship building and gather feedback.
- Assist in capturing stakeholder insights and feedback to help inform communications activity and organisational decision-making.
- Help identify opportunities to strengthen engagement and raise awareness of organisational priorities, services, and achievements.
- Support the evaluation of stakeholder engagement activities by gathering data and producing reports on outcomes and impact.
- Support the development and delivery of stakeholder engagement activities that build positive relationships with key audiences.
- Assist in creating stakeholder communication materials, including briefings, presentations, newsletters, and event communications.

Social Media and Digital Communications

- Assist with website updates and content management.
- Help identify new ways to reach and engage target audiences through digital channels.
- Support the planning, scheduling, and publishing of content across social media channels.
- Monitor audience engagement and respond to enquiries where appropriate.

Campaigns and Events

- Assist in planning, delivering, and evaluating communications and engagement campaigns.
- Support the organisation and promotion of events, launches, stakeholder meetings, and community activities.
- Help gather feedback and measure the effectiveness of communications activity.

- Contribute ideas for creative campaigns, content, and engagement initiatives.

Administration and Team Support

- Maintain communications plans, project trackers, stakeholder databases, and content calendars.
- Organise files, contact lists, and communication assets.
- Attend team meetings and contribute ideas and suggestions.
- Undertake other communications-related duties appropriate to the apprenticeship role.

Training & Qualification:

The successful candidate will undertake the Level 4 Public Relations and Communications Assistant Apprenticeship with PA Media Academy. The programme combines structured learning with practical workplace experience and covers public relations, media relations, internal communications, digital and social media, content creation, video and podcast production, stakeholder engagement, campaign planning and evaluation, reputation management, and communications measurement.

Training is delivered by PA Media Academy, part of PA Media, the UK's national news agency and a leading provider of journalism, media and communications training, bringing extensive industry expertise and practical experience into the apprenticeship programme.

Typical Work Pattern

- 37 hours per week (Including one study day)
- Typical working hours between 09:00 – 17:30
- We operate on a hybrid working basis with a minimum of 3 days per week in the office
- Arrangements for days in the office and study time etc will be agreed upon start.

Who We're Looking For

- A passion for aviation, business, and making a positive impact
- An interest in projects, data and analytics
- Strong communication skills, both written and verbal
- A team player who enjoys collaborating across different departments and with external partners
- Organised, with great attention to detail and an ability to manage multiple projects
- Eager to learn and willing to represent LLA at industry events and conferences

- Confident using Microsoft Office and interested in learning business systems and reporting tools

Qualifications:

Essential

- GCSEs (or equivalent) including English and Maths at Grade 4/C or above, or willingness to achieve these as part of the apprenticeship programme.
- A Levels, Level 3 qualification, or equivalent.

Desirable

- Relevant studies in media, journalism, marketing, communications, business, public relations, or digital content creation.

Personal Attributes:

- We are looking for someone who is:
- Creative, curious, and enthusiastic.
- Interested in news, current affairs, and how organisations communicate and engage with different audiences.
- A confident communicator who enjoys storytelling and building relationships.
- Interested in understanding the needs and perspectives of different stakeholders.
- Proactive and willing to take initiative.
- Professional, reliable, and organised.

Career Progression:

The role offers broad exposure to the full spectrum of communications and engagement activity, providing the skills, knowledge, and experience needed to progress into a professional communications career.

This apprenticeship provides an excellent foundation for careers in:

- Public Relations
- Communications/Media Relations
- Corporate Affairs
- Stakeholder Engagement/Public Affairs
- Marketing and Digital Communications
- Internal Communications

Eligibility:

To apply, you must be:

- Living in England for the past 3 years and have the right to work in the UK
- 5-year checkable work/education history
- Not currently enrolled on any other courses
- Aged 18 or over
- Currently living in Luton (LU1-LU4)

All apprenticeships are subject to passing enhanced background checks in aviation. This job description is intended to give an appreciation of the role and the range of duties and responsibilities to be undertaken. It does not attempt to detail every activity. Specific tasks and objectives will be agreed on an on-going basis. The apprentice will be required at all times to perform any other reasonable tasks, as requested by the Line Manager in order to meet the operational needs of the business.

For any further information, please contact the Human Resources department askhr@ltn.aero London Luton Airport Operations Ltd collects your personal information when you submit your application. For more details about the personal information LLA collects, how we collect it, why we need it, what we do with it, how long we keep it and what your rights are, please see our privacy notice at <https://www.london-luton.co.uk/privacy-notice>.

LLA is committed to fostering, promoting and preserving a culture of diversity, equality and inclusion, as we carry out our mission. We will always be respectful and seek to learn from those different from ourselves. We strive to be an equal opportunities employer and we are determined to ensure that no applicant or employee has a negative experience for being who they are. We welcome all applications!