

8 - WEEK INTENSIVE PROGRAM

Communications & PR Mentorship

From learning to landing — your practical launchpad
into the UK Communications & PR industry.

Practical · Career-Focused · Empowering

YOUR MENTOR



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*Communications Officer
Liverpool City Council*

CIPR Professional Diploma
BA Theatre & Media Arts
MA Africa & International Development

About This Mentorship

This program was built from real experience navigating the UK Communications industry as an immigrant professional. Every session is designed to close the gap between what you know and what employers actually need.



Hands-on, practical approach — no fluff



Deep expertise in the UK job market



Built for career changers & immigrants



Track record of participants landing roles

Why Communications & PR?



Growing Industry

PR and communications is a £15bn+ sector in the UK with consistent demand for skilled professionals.



Versatile Career

Work in agencies, in-house teams, government, charities, NGOs or go freelance — the options are wide.



Global Relevance

Communications skills transfer across sectors and borders, making you valuable anywhere in the world.



Creative & Strategic

Blend storytelling, strategy, data, and relationships in a career that's never the same day twice.

Who This Program Is For



Aspiring PR Professionals

New to the industry and ready to build real skills



Career Changers

Pivoting into communications from another field



International Students & Immigrants

Navigating the UK job market from the outside



Recent Graduates

Seeking practical experience beyond the degree



Professionals Upskilling

Deepening strategy, digital, and media expertise

What You Will Learn

01

Communications Strategy

02

PR Fundamentals

03

Media Relations & Press Outreach

04

PR Campaign Planning

05

Social Media Management

06

Brand Storytelling

07

Content Creation

08

Crisis Communications

09

Internal Communications

10

Stakeholder Engagement

11

Digital Communications Trends

12

Personal Branding

Industry Tools You'll Master

SOCIAL MEDIA



Hootsuite

SOCIAL MEDIA



Buffer

DESIGN



Canva

DESIGN



Adobe Creative Cloud

EMAIL MARKETING



Mailchimp

ANALYTICS



Google Analytics

MEDIA RELATIONS



Cision

MEDIA MONITORING



Meltwater

How the Mentorship Works

1

Weekly Group Sessions

2-hour live group sessions once a week, scheduled at a time that works for the cohort.

2

Practical Assignments

Real-world tasks each week — press releases, campaigns, social content, and more.

3

Mentor Feedback

Personalised feedback on your work so you improve fast and build a strong portfolio.

4

Mock Interviews

Live mock interview practice with real-time critique on language, framing and confidence.

5

Assignment Presentation

Final 1–2 week presentation period where you showcase what you've built.

8-Week Curriculum at a Glance

Week 1

Orientation & Skills Assessment

CV, LinkedIn, objectives

Week 2

Communications Strategy

Targeting, messaging, tactics

Week 3

PR Tools & Media Relations

Cision, press releases, media lists

Week 4

Crisis Communications

Stakeholder management, press statements

Week 5

Design & Content Creation

Canva, Adobe Express, Indesign

Week 6

Social Media & SEO

Hootsuite, analytics, copywriting

Week 7

Email & Event Marketing

Mailchimp, Eventbrite, newsletters

Week 8

Presentations & Pitching

PR campaign pitch, final delivery

+ 1–2 weeks for assignment presentations · Each week includes a mock interview practice session

Career Support Included



CV & LinkedIn Optimisation

Line-by-line CV review and LinkedIn profile makeover tailored to UK PR roles.



Interview Preparation

Mock interviews with real-time feedback on your answers, language, and positioning.



UK Job Market Guidance

Where to look, how to apply, what recruiters want — specific to Communications.



Personal Branding

Build your professional narrative so you stand out in a competitive market.



Application Strategy

Job trackers, keyword matching, tailoring applications for commercial and civil service roles.



Portfolio Development

Leave the program with a real portfolio of PR work to show employers.

What You'll Walk Away With

- ✓ A polished CV and LinkedIn profile optimised for UK PR roles
- ✓ Hands-on experience with 8+ industry tools used by real PR teams
- ✓ A personal portfolio of completed PR work and campaigns
- ✓ The confidence to apply for and interview for PR roles in the UK
- ✓ A clear understanding of the UK Communications job market
- ✓ Transferable strategy to position yourself across sectors
- ✓ A network of peers navigating the same journey

What Participants Say

“

Through this mentorship I understood where the gaps were in my CV — the language, the format, how to position my transferable skills. I've gone from zero callbacks to three interviews in just a few weeks. Recruiters are now calling me directly. I've done about 10 iterations of my CV since that first class and it's a completely different document. The mock interview session alone changed how I speak about my experience.

Carol Ofem

Program Participant, Cohort 4



Investment

ONE-OFF PAYMENT

£300

Full program fee

- ✓ Pay once, no further steps
- ✓ Immediate enrolment confirmation
- ✓ Best value option

INSTALMENT PLAN

£350

Total across 3 payments

Payment 1 **£150** Before the program starts

Payment 2 **£100** Before Week 3

Payment 3 **£100** Before Week 6

Ready to Start?

Join the next cohort and take your first real step into the UK Communications & PR industry.

1

Express your interest

2

Secure your spot with first payment

3

Receive program details & dates

Get in Touch to Secure Your Place

Spaces are limited per cohort.



<https://wa.me/message/FWUFURJ47GMSA1>