



The PRII Diversity, Equality and Inclusion Bursary 2024-25

BURSARY TO ENCOURAGE DIVERSITY IN IRELAND'S PUBLIC RELATIONS INDUSTRY

Three like-minded organisations have come together to provide an opportunity to create a pathway for people from underrepresented backgrounds to train in public relations and communications. Devised to contribute to a more diverse PR and communications sector, **The PRII Diversity, Equality, Inclusion and Belonging Bursary** has been developed in partnership with award winning PR agency, Harris PR, under the expert guidance of the Open Doors Initiative (ODI).

The bursary includes:

1. A place on the Public Relations Institute of Ireland's (PRII) Diploma in Public Relations
2. A nine-month paid internship with Harris PR, including equipment, mentorship, and professional development planning throughout.

ODI will assist with the recruitment of the successful candidate. More information about the diploma and the internship can be found on Annexes I and II.

The PRII is dedicated to promoting the professional practice of public relations and communications in Ireland. The PRII represents the interests of 1,200 professionals working in public relations, public affairs, media relations and internal communications. PRII members work in consultancies/agencies and in-house in the civil service, local authorities, semi-state bodies, and across the private sector in manufacturing and service industries as well as the not-for-profit, culture, and charity sector. See www.prii.ie for further information.

For the third year, PRII is partnering with the Open Doors Initiative to create a pathway for people from underrepresented backgrounds to train in public relations/communications.

The PRII is offering a scholarship place on its Diploma in Public Relations course, student membership of the PRII and a mentor from the profession to offer guidance to the recipient. The value of the Diploma course fees alone is over €2,600.

[Harris PR](#) an Award winning, innovative, Dublin-based PR agency, which works with global and native brands to deliver successful and enduring campaigns is offering a paid internship for the duration of the Diploma course. During the internship the successful candidate will receive guided, hands-on approach to the varied workload across multiple communications campaigns and clients.

Applicants are expected to fully engage with the scholarship, mentoring and internship during the course of the programme. The course will be delivered in a blended manner online. Participants can be expected to be available for meetings and events during the course of the internship.

How do I qualify and apply for the PRII/Open Doors Scholarship?

You must be aged over 18 and have passed a minimum of five subjects in the Leaving/Senior Certificate (or equivalent) or hold a qualification at Level 7 of the National Framework of Qualifications. These

requirements can be waived if you have two years or more professional experience in a public relations or communications role.

Proficiency in English (written and verbal) is a requirement, and shortlisted applicants may be asked to undertake a writing task at interview.

Interested applicants should provide the following, by email, to info@opendoorsinitiative.ie:

- Career resume/CV
- One-page letter explaining your suitability and motivation for applying for this scholarship and internship.
- A one-minute mobile video of your motivation for this scholarship and internship. Don't worry about the video quality, we're only interested in what you have to say!

Your application will be assessed by the PRII, Harris PR and the Open Doors Initiative and, if shortlisted, an interview scheduled.

We are inclusive organisations and welcome applications from people from a marginalised background, including but not exclusive to: refugees, asylum seekers and migrants, people with disabilities, people from disadvantaged backgrounds, people with a criminal conviction, members of the Travelling Community, and members of the LGBTQIA+ community.

If you require any reasonable accommodations or have any questions about this process, please contact info@opendoorsinitiative.ie or 085 157 9603.

Closing date for applications is Wednesday, June 12th at 5pm.

Annex I – The PRII Diploma in Public Relations

The PRII Diploma in Public Relations is the most recognised public relations qualification in Ireland, held by one in three communications professionals in Ireland and providing a detailed understanding of the theory and practice of professional communications.

The Diploma students:

- develop in-depth knowledge of the role and practice of external and internal communication in an organisation.
- learn how to devise, develop and implement comprehensive public relations strategies.
- understand how the media works and how to develop effective relationships with journalists.
- see how business, politics and society interact and understand the role of public relations in that process.
- appreciate the ethical and legal issues around public relations.
- gain insight into the other professions central to the work of PR practitioners.

The PRII Diploma will be delivered part-time using a blended approach in 2024/25. This will incorporate a number of delivery methods: pre-recorded lectures; live online tutorials and self-directed learning. The live seminars will last two hours and be delivered online once a week (Monday evening 6:30 – 8:30 pm) to discuss and develop upon material covered in video lectures.

The course starts on **Monday 23 September 2024** and runs until May 2025 and is assessed by way of examinations, projects and campaign assignment.

The PRII Diploma is delivered by industry experts, PR professionals and academics, and guest lecturers ensuring that course content is up to date and relevant to this dynamic and ever-changing profession.

What does the course cover?

- The Professional Environment & Strategic Value of Public Relations
- Communication Theory & Practice
- Media Theory & Practice
- Complementary Professions
- Law, Regulations, Ethics & Political Environment
- PR Campaigns & Presentation Skills

Full details of the course are available here: <https://www.prii.ie/professional-diploma-certificate-courses/diploma/>

Annex II – Internship with Harris PR

HARRIS

PUBLIC RELATIONS

INTERNSHIP

Duration: Nine months (September 2024 – May 2025)

Salary: €18k for duration, 16 days paid holidays

Type of work:

[Harris PR](#), the creative communications agency celebrating 15 years in business this year, is hiring an intern to join our team on a paid internship, supporting our growing client roster in the food, retail, motoring, banking, home & interiors, health & wellness, tourism, and festivals sectors.

We're a friendly, supportive, and fully remote team that offers the opportunity for our people to grow and develop their career with us. If you're an ambitious, motivated individual who thrives on new challenges and wants to work in a dynamic, creative environment where no two days are the same, then this is the role for you!

You'll have the opportunity to learn on the job, particularly honing your skills in social media management and media relations. And you'll flex your creative muscles with a diverse range of Irish and international brands in the consumer and lifestyle space, including Domino's, Ford, Kärcher, Fáilte Ireland's Púca Festival, The Yoga Picnic, Meubles, Petmania, FiXX Coffee, Roscommon County Council and many more.

Our commitment

We value and celebrate the diversity of our team and the importance of an inclusive work environment. We welcome applications from people of all backgrounds and abilities. Please let us know if you require reasonable accommodation for the recruitment process and we will do our utmost to accommodate you. You can email sonia@harrispr.ie or call 087 797 9703.

THE ROLE

Responsibilities:

- Attending and contributing to meetings and brainstorming
- Coverage tracking and social monitoring
- Preparing client WIP (Work In Progress) reports, meeting notes, and campaign evaluations
- Collating gifting lists and assembling gift packs
- Maintaining up to date media and influencer lists
- Social media including content calendars, content creation, posting, community management, and reporting
- Drafting and issuing press releases and forming relationships with media
- Researching, booking, and briefing suppliers
- Assisting with the organisation of events and meetings
- Administrative support
- Assisting senior colleagues with client and project management

Details:

- All necessary equipment will be supplied for you to perform your duties.
- This is a remote working role, however on occasion there may be a requirement to attend face to face meetings and events. Harris PR will cover any domestic or international travel if required for meetings or events. Co-working / hot desk facilities can be arranged.
- Fixed term contract of nine months initially with possibility to extend.
- Core hours of work are 9.30am – 6.00pm Monday to Thursday, Flexi Friday, with earlier finish at 5pm, and Wellness Wednesday, including one extra hour of down time to relax, or exercise.
- Benefits include 16 days paid annual leave and flexible working hours (by prior agreement).

THE CANDIDATE

Requirements:

- An interest in news, media, culture, and consumer trends
- Understanding of various social media platforms
- Comfortable engaging with clients and suppliers, and contributing at meetings
- Great communication skills, both verbal and written
- Copywriting skills – writing draft articles etc.
- Ability to maintain budgets
- Willingness to attend client events outside of core hours

Personal attributes:

- Positive demeanour and attitude.
- Demonstrates initiative, curiosity, and creativity.
- Has an organised approach to work with the ability to juggle multiple priorities and adhere to deadlines.
- Excellent attention to detail.
- A team player.

