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| Job Title: | PR and Communications Manager | | |
| Department/Group: | Member Engagement - Marketing and Communications | | |
| Location: | Remote with some office-based meetings and national travel | Travel Required: | Travel Required |
| Level/Salary Range: | £40,180 (pro-rata) | Last Reviewed: | 21/09/2022 |
| Position Type: | 35 Hrs FT (28 Hrs over 4 days pro-rata) | Date Started: | Start Date |
| Responsible To: | Samantha Spiers-King – Marketing Manager | | |
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| Broad Statement of Job Function | | | | |
| Working as part of the marketing and communications team, the role will be responsible for the delivery of local, regional, national PR coverage as well as trade. Supporting our business growth plan in the health, housing, education, and blue light sectors. Collaborating with the internal team as well as external agencies, you will be an integral part of the team to implement our communications and PR strategy to increase brand awareness, generate new memberships and become a reputable thought leader within the sector. | | | | |
| Job Description | | | | |
| **Principal Accountabilities:**  This is not a comprehensive list of all the tasks that may be required of the post holder. It is illustrative of the general nature and level of responsibility of the work to be undertaken and is subject to regular review. The post holder is also expected to perform other duties which are broadly consistent with the role as identified below.   1. To be an integral part of the marketing and communications function working closely with digital and offline marketing and communications leads. 2. To deliver a robust communications and PR strategy to deliver business growth and measurable brand awareness across the sector. 3. Management of the PR agency to deliver press releases, thought leadership, editorials, advertorial, case studies, as well as working together to identify opportunities for brand exposure. 4. Organising events to support conferences, press tours to positively position Fusion21 and its activity in view of identified press and stakeholders. 5. To assist in the development of online content, including social media and website articles adhering to best practice standards. 6. Be proactive in researching the latest tools and techniques, trialling new things, and generating reports, using media monitoring tools such as Meltwater, and Hubspot. 7. Responsible for delivering reports, blogs, and partnership articles to ensure Fusion21 and Fusion21 Foundation have a fair share of voice. 8. Be proactive in supporting the training and development of the wider team in media training. 9. Support in the drafting of some marketing materials such as brochures and reports, collaborating closely with the wider team and graphic designers. 10. Demonstrate an understanding of the ‘bigger picture’ and the role marketing, communications, PR, and design have to play in business growth. 11. Able to proactively input into regular team meetings to ensure ideas and concepts are captured and developed collectively. 12. Time management, problem-solving and organisation skills a must along with a can-do attitude. 13. Use of HubSpot, Trello, Asana, Google, and other planning tools to ensure effective and visible planning and measurement of activities. 14. To be a committed team member who actively supports the wider team. A natural, creative problem solver. 15. Help and support with any other duties that may not be listed but benefit the team or contribute to business growth. | | | | |

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| **Person Specification** | | | | | |
| **Qualities:** | | | **Essential:** | | **Desirable:** |
| Qualifications and Training  Relevant Experience  Skills and Knowledge  Personal Attributes | | | Educated to degree level in relevant area.  Evidence of working in similar roles/covering similar duties.  Experience of working with the media and developing meaningful relationships    Previous experience of organising events, creating engaging content media content across multiple channels.  Evidence of working proactively across a variety of relevant of projects & tasks.  Excellent interpersonal and communication skills.  Excellent organisation skills.  Excellent IT Skills including knowledge of CRM systems.  Team player with can-do attitude.  A hunger to deliver on time, on brand and impactful communications activity.  Ability to work under pressure and meet tight deadlines. | | Working towards CIM, CMI, CIPR or other recognized qualifications in this field.  Knowledge of marketing and communications measurement tools and techniques.  Knowledge of the procurement and social value sectors.  Hunger for learning more digital skills and gaining qualifications.  Confident presentation skills or working towards. |
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| **Reviewed By:** | | Samantha Spiers-King | | **Date:** | Date |
| **Approved By:** | | Name | | **Date:** | Date |
| **Last Updated By:** | | Name | | **Date/Time:** | Date/Time |