

## ROLE PROFILE

<b>Role Title:</b>	PR and Media Specialist
<b>Department:</b>	Growth and Corporate Affairs
<b>Role Purpose:</b>	<p>The purpose of External Affairs is to anticipate and respond to the external environment through assessment of policy, promote positively the business interests of Midland Heart and protect these interests from emerging issues.</p> <p>The PR and Media Specialist will be responsible for developing and leading the implementation of a strategic, planned approach to public relations/issues management which aims to build the reputation of Midland Heart. It includes developing high quality copy for media and digital online audiences.</p>
<b>Reporting to:</b>	External Affairs and PR Lead
<b>Responsible for:</b>	NA
<b>Disclosure level:</b>	NA
<b>Role Level:</b>	Detail the Behaviours & Standards level that this role sits at: <u>Frontline Worker</u>

<b>Key Role Responsibilities</b>	<p>Working closely with the External Affairs and PR Lead to Support the delivery of the External Affairs strategy to build Midland Heart's reputation; promoting our corporate objectives, key messages and values.</p> <p>Support the management of Midland Heart's reputation through effective monitoring of issues and media statements.</p> <p>Actively build and develop positive relationships with key media stakeholders.</p> <p>Working closely with teams across the business to understand the needs of a diverse stakeholder base, and adjust communications as necessary. Offer PR expertise to support teams to achieve best outcomes - to build brand awareness, reach, and engagement with key stakeholders.</p> <p>Develop engaging copy for website news stories, press releases, blogs, opinion pieces and tailor for social media, website news and case studies.</p> <p>Support our senior managers and executive teams with external blogs to communicate key messages</p> <p>Support effective monthly PR planning, measuring and reporting to represent all business areas.</p>
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	<p>Collect relevant evidence to write and submit awards submissions on behalf of the business.</p> <p>Achieve coverage that promotes Midland Heart's key messages and develop high quality media coverage, web pages and social media updates.</p> <p>Ensuring there is effective cross working across the organisation by developing strong relationships with key stakeholders</p> <p>Ensuring there is effective cross working across the corporate affairs directorate.</p> <p>Take responsibility for sourcing best practise externally and keep up to date with the latest trends and developments in External Affairs and the housing sector.</p>
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<p><b>Education, Qualifications and Training</b></p>	<p>Degree standard or equivalent experience in PR or journalism</p>
<p><b>Knowledge and Experience</b></p>	<p>Evidence of planning and delivering successful communication projects from conception to conclusion, including monitoring an evaluation of media coverage</p> <p>Proven track record of achieving high quality and quantity of media coverage, preferably in the housing, care or voluntary sector</p> <p>Evidence of issues management - planning and delivery</p> <p>Experience of writing high quality PR content for different audiences</p> <p>Experience of organisational reputation management</p> <p>Experience of working with media databases</p> <p>Creativity- including the ability to think of new ways of using the media and campaigns to support Midland Heart's work</p> <p>Knowledge of PR and media relations strategies and techniques including the opportunities social media can offer to promote key messages</p> <p>Experience of using a full range of print and production methods and application of communication tools</p> <p>Knowledge of KPIs, evaluation and performance metrics for External Affairs</p> <p>Solid understanding of the UK media landscape.</p>
<p><b>Role Specific Skills &amp; Behaviours</b></p>	<p>Talented communicator with excellent written and verbal style and keen eye for detail</p> <p>Excellent interpersonal skills to build and manage relationships with journalists, staff, suppliers, customers and stakeholders</p> <p>Confident networker able to work well with internal and external</p>

	<p>stakeholders</p> <p>Strong personal commitment to working collaboratively and ability to build effective relationships with people of all capabilities and attitudes</p> <p>Excellent organisational, time management and analytical skills</p> <p>Proactive self starter who can identify PR opportunities and can work on their own initiative</p> <p>Ability to deal with sensitive issues with discretion and confidentiality</p> <p>Ability to handle and thrive in a fast paced environment managing numerous priorities, with the ability prioritise and work flexibly in delivery and style to meet business needs and pressures</p> <p>Be comfortable in adapting to situations and able to work well against a background of change</p> <p>Evidence of ability to travel throughout area of operation</p> <p>Be comfortable with our organisations values and be happy to demonstrate these values in action in your work</p> <p>An ability to communicate with staff and teams at all levels across the Group. Good oral, verbal and interpersonal skills in order to engage and influence</p> <p>High standards of professional probity</p> <p>Understanding of and commitment to the principles of equality and diversity.</p>
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