**Role Profile**

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| **Role Title:** | Media & Public Relations Manager |
| **Department:** | Corporate Affairs |
| **Role Purpose:**  | 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. The Media and Public Relations Manager will execute a proactive media, PR and Social Media strategy to ensure Midland Heart’s reputation is enhanced and protected. |
| **Reporting to:**  | Director of Communications & External Affairs |
| **Responsible for:** | PR & Social Media Specialist |
| **Disclosure level:** | N/A |
| **Role Level:** | Frontline Manager |

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| **Key Role Responsibilities** | * Working with the Director of Communications and External Affairs and Public Affairs and Policy Manager to deliver the External Affairs Strategy by leading on the development and delivery of proactive external communications strategies and policy driven PR activity, for high profile projects of strategic importance to Midland Heart
* Line management responsibility for PR & Social Media Specialist
* Execute a proactive media, PR and social media strategy to build the reputation of Midland Heart by developing and delivering proactive external communications strategies and high profile projects of strategic importance to Midland Heart.
* Establish a measurement and evaluation framework to demonstrate impact and understand ROI from the team’s activities
* Lead the organisation’s approach to and response to crisis/issues and provide senior staff with support and professional advice. This will include management of the on-call rota and processing relevant information across the team
* Ensure that PR and External Affairs activity is effectively planned, measured, monitored and reported. E.g. media monitoring and improvements to internal reporting
* Proactive management of contracts (PR) with external suppliers in line with contract management framework and manage allocated budgets effectively
* Support Director of Communications and External Affairs in the engagement of internal and external stakeholders, developing relationships, supporting face to face meetings, drafting presentations, briefings and other relevant communications materials
* Support the delivery of stakeholder engagement plans as part of integrated campaigns and strategic projects
* Facilitating effective communications and engagement with stakeholders, opinion formers and wider customer base, ensuring a joined up approach across Midland Heart.
* Support EA activities, including event management, speaking events, exhibitions and conferences. Developing briefings, speeches, presentations, recommendations, profiles as appropriate
* React to the news agenda to achieve coverage that promotes Midland Heart’s key messages and develop high quality media coverage, web pages and social media updates.
* Assist in the development and maintenance of corporate partnerships to obtain funding and secure social investment to further enhance community investment activity.
* Assist in the marketing and communication of Midland Heart’s approach to social value so that we are recognised for good practice.
* Co-ordinate the activities of the organisation in relation to our contributions to the Birmingham Social Value Charter for Corporate Social Responsibility.
* Ensuring there is effective cross working across the directorate.
* Take responsibility for sourcing best practise externally and keep up to date with the latest trends and developments in External Affairs.
* Work closely with the Public Affairs and Policy Manager to ensure that wider external engagement and communications strategies are built upon effective policy analysis
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| **Education, Qualifications and Training** | * Degree standard or equivalent experience in PR or journalism
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| **Knowledge and Experience** | * Proven track record of achieving high quality and quantity of strategic commentary and media coverage, preferably in the housing, care or voluntary sector
* Ability to communicate appropriately using all written, digital, social media and verbal means.
* Experience of managing crisis management at a senior level
* Experience of advising and influencing senior internal and external stakeholders
* Demonstrate experience of proactively engaging with external audiences through a range of approaches
* Evidence of reacting to the news agenda to achieve coverage that promotes organisational key messages
* Experience of budget management and contractual management of external suppliers
* Experience of organisational reputation management
* Experience of working with stakeholder relationship management systems (SRM) and media databases
* Creativity including the ability to think of new ways of using the media and campaigns to support Midland Heart’s work
* Excellent knowledge and understanding of corporate PR techniques and best practice
* Strong understanding of the policy and political environment within which Housing Associations’ operate
* Knowledge of KPIs, evaluation and performance metrics for External Affairs
* Solid understanding of the UK media landscape.
* Full range of strategic communication tools and tactics
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| **Role Specific Skills & Behaviours** | * Talented communicator with excellent knowledge and understanding of corporate PR techniques and best practice, including social media
* Able to proactively engage with key stakeholders and manage stakeholder relationship systems (SRM), to analyse and communicate stakeholder insight
* Confident networker able to work well with internal and external stakeholders
* Ability to understand and communicate complex issues in a clear manner
* Committed to the continuous development of staff and self, and high level of self-awareness
* High level of influencing and interpersonal skills that can negotiate effectively.
* Ability to deal with sensitive issues with discretion and confidentiality.
* Ability to handle and thrive in a fast paced environment managing numerous priorities
* Evidence of ability to travel throughout area of operation
* Strong personal commitment to working collaboratively and ability to build effective relationships with people of all capabilities and attitudes
* Be comfortable with our organisations values and be happy to demonstrate these values in action in your work
* Be comfortable in adapting to situations and able to work well against a background of change and uncertainty
* A commitment to flexibility in delivery and style to meet business needs and pressures.
* 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
* High standards of professional probity
* Understanding of and commitment to the principles of equality and diversity
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