

Job Title **Communications Executive**

Reports to PR & Communications Manager

General scope of post The Communications Executive is a member of a busy communications team, delivering an extensive range of communications activity in line with the Trust's vision, objectives and strategy to both maintain and enhance its reputation internally and externally. The post holder is required to be competent at dealing with a variety of stakeholders, including stakeholder organisations and groups, Trust employees, residents and their families, volunteers, community and professional organisations and the public.

Whilst leading on regional media relations and Trust-wide internal communications, the post holder will also be the communications lead on several key projects across the Trust.

As Communications Executive, the post holder will be a key member of the communications team and will have the ability to grow and develop within the role.

**Key
Accountabilities**

Media

- Act as a point of contact for incoming regional media enquiries, ensuring these are logged and dealt with swiftly and appropriately.
- Prepare, maintain and update databases of media contacts, media plans, media releases, statements and statistics issued to the media.
- Help to source potential stories, opinion pieces and engage in communications related Trust-wide campaigns.
- Support and be the primary PR contact for the regional marketing team and in the preparation of media releases which generate local awareness and drive occupancy.
- Research and write media releases and statements
- Coordinate and write copy, content and proof for a range of media including print and digital, including but not limited to: blogs, bios and case studies.
- Ensure the news and blog area of the website is constantly updated with varying content.
- Monitor and report on external communications activity and media coverage relating to the Trust including peers and competitors.
- Assist the PR and Communications Manager and wider leadership team in responding to high risk media situations, providing support as appropriate.

Internal Communications and Engagement

- Working with the Communications and Events Coordinator deliver and evolve the Trust's internal communications strategy, ensuring internal communications is developed and aligned with the Trust brand and message and reaches a level equal to or surpassing measured best practice in service.
- Oversee key internal communication channels to notify and create forums to inform, support, open dialogue and encourage employees to be curious about our business, drive engagement and implement effective mechanisms for providing feedback
- Collaborate with HR on the internal communications component of employee engagement, recruitment and retention programmes.

Role Profile for Communications Executive

- Evaluate, champion, facilitate, improve team and individual connectivity and find new and effective ways to reach employees irrespective of location and role
- Test, e and implement best communication channels including using existing and new technologies and other mechanisms to align both external and internal communications.
- Manage and develop the Trust's intranet platform, acting as a "super user" to provide advice and guidance to contributors across the Trust
- Manage the effective and timely cascade of organisational information.

Projects and Campaigns

- Act as communications lead on key projects, campaigns and events for the Trust in line with corporate priorities and as identified and agreed by and with the PR & Communications Manager and profile both externally and internally.
- Develop appropriate materials to support project messages, working with communications colleagues to reach all relevant stakeholder audiences.
- Evaluate projects and campaigns to assess effectiveness, documenting and sharing any learning for use in future projects.

Number of
Direct Reports

None

Financial
Responsibility

None

Knowledge,
skills & abilities

- Excellent organisational and planning skills, with keen attention to detail
- Good written and numerical skills, with literacy in the English language.
- Proactive, self-starter, able to work on own initiative
- Strong communication skills with sound knowledge of social and business protocol/etiquette
- Willingness to travel around the Trust, with occasional overnight stays required

Role Profile for Communications Executive

Person Specification

ESSENTIAL	DESIRABLE
<p><u>Qualifications</u></p> <ul style="list-style-type: none"> Educated to degree level or equivalent experience (a minimum of 3 years' experience working in a communications department) Maths and English at Grade C GCSE or equivalent 	<ul style="list-style-type: none"> Post graduate communications-related qualification to diploma level or equivalent, CIPR, NCTJ, English/Media Membership of related professional body e.g. CIM, CIPR or IOIC
<p><u>Experience</u></p> <ul style="list-style-type: none"> Experience of developing and managing communications for a range of audiences, drawing on specialist knowledge from previous communications roles Experience of developing and delivering communications plans aligned to organisational objectives Experience of working and dealing with national, regional and local media to manage negative situations and 'sell-in' stories Successful track record of leading and coordinating initiatives Proven experience of building positive, proactive relationships with colleagues to enhance and improve communications, problem solving where necessary Technical awareness and working knowledge of using a range of on and offline tools to deliver effective communications Proven experience in content management and appropriate internal organisational messaging via a range of offline and online channels including an intranet. 	<ul style="list-style-type: none"> Experience of dealing with high level and a range of personalities. Experience of change management in relation to internal communications. Intranet rebranding and transition programmes. Able to use content management systems Experience of MailChimp or equivalent
<p><u>Knowledge</u></p> <ul style="list-style-type: none"> An appreciation of media/communication issues and how to manage the media in both positive and negative scenarios Knowledge of internal communications, employee engagement and organisational change management Good knowledge of communications and engagement methods and processes Knowledge of monitoring and evaluation techniques Knowledge of importance of confidentiality An appreciation of digital communication and social media applications for employee engagement. 	<ul style="list-style-type: none"> Knowledge of "correct form" in terms of social and business protocols
<p><u>Skills and Abilities</u></p> <ul style="list-style-type: none"> Confident, clear and thorough communicator orally and in writing with an ability to liaise, negotiate and influence at all levels. Able to form and maintain positive relationships with colleagues and other stakeholders at all levels, exercising tact, diplomacy, and respect when dealing with stakeholders Able to work independently, cooperatively as a member of a team and to coordinate efforts and collaborate with a variety of individuals, recognising that everyone has a contribution to make Flexible and open to changing priorities and able to manage multiple tasks simultaneously to meet deadlines. 	<ul style="list-style-type: none"> Can produce formal reports Project management experience

Role Profile for Communications Executive

<ul style="list-style-type: none"> • Adopts a creative and critical approach to work, with strong copywriting and proof reading skills and excellent attention to detail. • Able to effectively plan and manage complex projects and deliver work of a high standard with conflicting and demanding deadlines • A team player with the ability to develop workplans in conjunction with key colleagues and stakeholders • Excellent time management, prioritisation and organisational skills • Good analytical and presentation skills • Able to demonstrate ownership for his/her personal work, • Able to work in and, where necessary, lead a team • Strong interpersonal skills and a professional demeanour • Proficient in the use of IT and related technology 	
<p><u>Personal Qualities</u></p> <ul style="list-style-type: none"> • Develops and maintains communication with people about difficult issues and/or in difficult situations, varying language and style as appropriate • Designs strategies to ensure the engagement and involvement of essential stakeholders, and adapts own style and impact to encourage positive and effective partnerships • Can draw together a range of disparate and complex information to identify options and make decisions • Manages own workload, working to tight and often challenging/changing timescales, whilst considering and applying new ideas to improve services • Shows attention to detail, but with ability to keep an eye on the bigger picture • Shows discretion in the handling of politically sensitive and confidential information • Demonstrates sound judgement, independence of thought and can act independently, decisively and effectively • Engaging and enthusiastic • Keeps calm under pressure • A positive proactive/can-do attitude; willing to roll one's sleeves up when required to assist colleagues and get the job done • Enjoy interacting with older people and relate to them in a sensitive manner 	<ul style="list-style-type: none"> • Ability to negotiate solutions in difficult situations • Imaginative, forward-thinking and open to new ideas
<p><u>Other requirements</u></p> <ul style="list-style-type: none"> • Full driving licence • The successful individual will be required to travel to Trust locations and events as necessary 	