Details on the qualifications, experience, skills, knowledge and abilities that are needed to fulfil this role are set out below.

<table>
<thead>
<tr>
<th>Job Title: Media and PR Manager</th>
<th>Department: Marketing and Communications</th>
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### Knowledge, Education, Qualifications and Training

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<th>Essential</th>
<th>Desirable</th>
<th>Tested by</th>
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- **Educated to degree level**
- **CIM or CIPR qualification**

### Skills and/or Abilities

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<th>Desirable</th>
<th>Tested by</th>
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- **Outstanding written and verbal communication skills**
- **Extensive evidence of having written a range of content to support media and PR activity e.g. Q&A, web copy, press releases, articles for journals / in house publications etc.**
- **Proven ability to develop and deliver impactful presentations**
- **Ability to foster strong and productive relationships with journalists**
- **Evidence of an existing network of media contacts**
- **Ability to define evaluation criteria and measure the effectiveness of activity**
- **Ability to manage own workload and work to deadlines**
- **Ability to capture and edit footage**
- **Budget management**

### Experience

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<th>Essential</th>
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- **Significant experience in having led successful high profile PR and media campaigns which achieved target metrics**
- **In depth PR and media relations experience gained working in a busy media relations / PR / communications team, in-house or in agency**
- **Examples of having harnessed the news agenda to create impactful media stories**
- **Experience of efficiently and effectively handling volume media enquiries**
- **Experience of playing a leading role in supporting an organisation in a crisis or through an issue**
- **Evidence of developing / commissioning creative and engaging content to generate coverage in traditional or online media or engage identified audiences**
- **Track record in using social media to engage with journalists and contacts**
- **Experience of working with local community groups**
- **Knowledge or familiarity with website content management systems**

### Other requirements

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<tr>
<th>Essential</th>
<th>Desirable</th>
<th>Tested by</th>
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</table>

- **Ability to work out of office hours**