



## PERSON SPECIFICATION

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

**Job Title: Media and PR Manager**

**Department: Marketing and Communications**

	Essential	Desirable	Tested by (Application form, Interview, Test)
<b>Knowledge, Education, Qualifications and Training</b>			
Educated to degree level	X		Application form
CIM or CIPR qualification		X	Application form
<b>Skills and Abilities</b>			
Outstanding written and verbal communication skills	X		Application form, Test
Ability to write 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	X		Application form
Proven ability to develop and deliver impactful presentations	X		Test
Ability to foster strong and productive relationships with journalists	X		Interview
Holds existing network of media contacts		X	Interview
Ability to define evaluation criteria and measure the effectiveness of activity	X		Application form
Ability to manage own workload and work to deadlines	X		Interview
Ability to capture and edit footage		X	Interview
<b>Experience</b>			
Significant experience in having led successful high profile PR and media campaigns which achieved target metrics	X		Application form
In depth PR and media relations experience gained working in a busy media relations / PR / communications team, in-house or in agency	X		Application form
Examples of having harnessed the news agenda to create impactful media stories	X		Application form, Interview
Experience of efficiently and effectively handling volume media enquiries	X		Interview
Experience of playing a leading role in supporting an organisation in a crisis or through an issue	X		Application form, Interview
Evidence of developing / commissioning creative and engaging content to generate coverage in traditional or online media or engage identified audiences	X		Interview
Track record in using social media to engage with journalists and contacts	X		Interview
Experience of working with local community groups		X	Interview
Knowledge or familiarity with website content management systems		X	Interview
<b>Other requirements</b>			
Ability to work out of office hours	X		Interview