

## PERSON SPECIFICATION

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

**Job Title: PR and Media Manager (StoryFutures Academy / Department: Marketing and Communications Festival UK\* 2022)**

	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 communications skills	X		Application form, Test
Ability to write a range of content to support PR and media activity, e.g. web copy, press releases, articles, Q&As etc	X		Application form
Ability to research, create and curate engaging multimedia content, including capturing and editing footage	X		Application form
Ability to foster strong and productive relationships with external partners and journalists	X		Interview
Holds existing network of media contacts		X	Interview
Ability to define evaluation criteria and measure the effectiveness of activity	X		Interview
Ability to manage own workload and work to deadlines	X		Interview
<b>Experience</b>			
Significant experience of 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 agency	X		Application form
Experience of working with external partners or clients to achieve successful results in PR and media campaigns	X		Application form
Experience of playing a leading role in supporting an organisation in a crisis or through an issue	X		Interview
Evidence of developing/commissioning creative and engaging content to generate media coverage or engage identified audiences	X		Interview
Track record in using social media to engage with journalists and contacts	X		Interview
<b>Other requirements</b>			
Ability to work out of office hours	X		Interview