



Job Title:

PR & Communications Executive

Dept.:

Marketing & Communications

	Essential	Evidence
<p>A: EDUCATION QUALIFICATIONS AND TRAINING Level of education, specific qualifications, specialised training, training requirements for the job)</p>	<ul style="list-style-type: none"> GCSEs (Level 4/C - Maths and English) equivalent qualifications or relevant experience which demonstrates equivalent academic skills Excellent all-round communication skills across paid, earned and owned platforms, including (but not limited to) PR, event marketing, advertising, internal communications, social media and email marketing A formal qualification in communication, public relations, or a related field would be desirable 	<p>Application Form Certificates</p>
<p>B: EXPERIENCE (Length, type and level of work-related experience)</p>	<ul style="list-style-type: none"> A minimum of four years' experience working in the field of communications with a solid understanding of PR strategies and tactics Ability to demonstrate knowledge of a broad range of communications activities, media, websites, publications, social media, launches, events, etc Knowledge of media monitoring tools and other PR industry software Proven and demonstrable experience of working with a wide range of media, preparing press releases and press calls, etc Proven track record of knowledge of regional media contacts and established relationships with media groups Strong analytical skills, with the ability to measure PR performance and provide recommendations for improvement An understanding of trends in the PR and communications market 	<p>Application Form Interview</p>
<p>C: SKILLS KNOWLEDGE ABILITIES (Range and level of skills, depth of knowledge)</p>	<ul style="list-style-type: none"> Excellent writing skills with the ability to adapt style and tone of voice to convey the relevant messages accurately and effectively Computer literate with good MS Office Skills Excellent interpersonal skills including the ability to influence internally and externally 	<p>Application Form Interview References CPD</p>



<p>required for the job)</p>	<ul style="list-style-type: none"> • Ability to communicate in a clear, friendly and professional manner and express ideas confidently • Experience in briefing agencies, reviewing creative and providing actionable feedback • Ability to build and maintain positive relationships with a variety of people and stakeholders • Ability to manage multiple tasks at any one time, prioritising workload to meet competing deadlines 	
<p>D: APTITUDES AND ATTRIBUTES (Communication and interpersonal skills, organisational skills, ability to work on own initiative, to strict protocols/procedures and time scales)</p>	<ul style="list-style-type: none"> • Commitment to MAAC's aims, objectives, mission, vision and values • Demonstrable initiative and enthusiasm and ability to multi-task • The desire and ability to take ownership of tasks and see them finished on time and to a high standard • A results-driven outlook to deliver strong ROI • Commercial acumen • A proactive and creative mindset with the ability to identify new opportunities • Strong attention to detail, ensuring accuracy and consistency in all work • Flexible working mindset to support varying priorities 	<p>Application form Interview References</p>
<p>E: OTHER JOB REQUIREMENTS (Physical/health requirements, specific requirements e.g. car owner/driver, full, clean, current UK Driving Licence)</p>	<ul style="list-style-type: none"> • Passion and empathy for the cause • Ability to act as a brand ambassador for the overall work of the charity • Excellent attendance and time keeping • Car owner/driver • Full driving licence with no or acceptable endorsements • Undertake full DBS/immigration verification checks in line with MAAC policy and procedures 	<p>Application form Interview Reference</p>
<p>F: PERSONAL QUALITIES AND VALUES</p>	<ul style="list-style-type: none"> • RECEPTIVE - we define success as continuous improvement and aim for excellence in our live-saving services and community projects. • RESPECTFUL - we are a community-based organisation with a 'one team' culture that embraces and encourages honesty. • RESPONSIBLE - we aim to create the best possible future for everyone and thrive to place sustainability at the heart of everything we do. 	<p>Application form Interview Reference</p>



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| | <ul style="list-style-type: none">• RELEVANT - we are open to new ideas and ways of working across our clinical and charity operations, providing total transparency to all stakeholders.• RECOGNITION - we value our relationships - with staff, supporters and the wider communities we serve - working together to achieve the best possible patient outcome. | |
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The Charity is committed to safeguarding and promoting the welfare of all stakeholders. All post holders are subject to a satisfactory Disclosure and Barring Service check (DBS) and satisfactory employment references, as well as identification, prohibition, qualification and barred list checks, which will be required before commencing duties