

Job Description

Role: PR & Communications Executive

Reports to: PR & External Communications Manager & Events Manager

Purpose: To support and grow the Institute's public relations, events and communications capabilities and help to deliver a vibrant integrated communications approach with digital, social media and events colleagues. To work closely with the communications and events manager to raise awareness of the Institutes Thought Leadership research programme and other PR projects.

Key responsibilities: (All responsibilities will be carried out under guidance from Communications & Events Manager)

- Daily decision making on media handling in your areas of responsibility, considering wider political and membership considerations
- Writing press releases, statements, blogs and a wide range of other promotional material based on the Institutes Thought Leadership research
- Arranging TV and radio interviews, press briefings/conferences and external media facilities and events
- Occasional support for communications manager in organising research roundtables and production of research reports
- Arranging a wide range of media interviews for Institute spokespeople, preparing relevant briefing materials and ensuring they are fully briefed
- Proactive working to create opportunities in multi-platform national, international, online and regional media, for placed articles and features,
- Writing and advising on press releases, blogs, articles, statements, first-person pieces, and tweets
- Handling day to day media enquiries, including arranging TV, radio and print interviews, and briefing journalists on Institute policies and related issues
- Occasional support for communications manager to work on the Institutes Research communications strategy
- Support for events manager to work on wide ranging events strategy including: lunchtime webinars, roundtables, conferences and regional events
- Update Press Contacts database
- Update media section of Institute website
- Proactively uses daily media monitor to provide external comment when needed from Institute spokespeople

Person Specification

	Essential Criteria	Desirable Criteria
Qualifications	<ul style="list-style-type: none"> Educated to Degree level in a relevant subject 	<ul style="list-style-type: none"> Post graduate masters or diploma Evidence of NCTJ, CIPR or CIM training
Knowledge & Experience	<ul style="list-style-type: none"> Minimum 5 years' experience and a proven track record covering national (traditional and online), regional, trade and social media stories Knowledge and understanding of current affairs, political environment and news Media relations experience Networking and relationship management experience Experience of planning and implementing PR projects and campaigns. Experience of issues and crisis management 	<ul style="list-style-type: none"> Experience of Whitehall desirable Proven national news desk experience Experience of working on any business desk

Skills	<ul style="list-style-type: none"> • Previous experience in media relations, journalism or public affairs • Good organisational and team working skills • Excellent creative and news writing skills • Good all-round communicator • Good knowledge of social media – LinkedIn and Twitter • Sound judgement, strong news sense and political awareness • Ability to create media opportunities – national, regional, online and international – which assist the organisation to put across the business message more successfully • Ability to work under pressure/meet tight deadlines • Ability to work as a self-starter in a close-knit team • Ability to be flexible/think laterally in problem solving • Flexible approach to working hours – when news agenda demands is necessary • Excellent negotiating skills 	<ul style="list-style-type: none"> • Language skills other than English
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