



JOB DESCRIPTION

<p>Job title Communications Manager</p> <p>Service area Press, Policy & Public Affairs</p> <p>Location R3 Office, London (Barbican/Farringdon)</p> <p>Contract Permanent/full time (after a three month probationary period)</p>	<p>Specification agreed by R3 Executive</p> <p>Date updated December 2018</p> <p>Salary £35,000-£40,000</p> <p>Report to Head of External Relations</p> <p>Line management responsibility Communications Officer</p>
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Job purpose

1. To support the Head of External Relations in the development of R3's media and public relations strategy and objectives.
2. To manage and implement proactive and reactive media and public relations strategies, including working with national and regional print, online and broadcast outlets, in order to promote and defend the reputation and interests of the insolvency and restructuring profession.
3. To manage public relations campaigns which demonstrate the value of the UK's insolvency and restructuring profession, and which increase public understanding of this value.
4. To support the development of R3's policy positions, thought leadership output, and research, to manage the promotion of these with media contacts, and to support their communication with other stakeholders.

Main duties and responsibilities

1. Manage R3's media engagement programme and relationships with press contacts, including designing and delivering proactive and creative public relations campaigns. This includes keeping contacts informed of R3's views, thought leadership output, and research, and leveraging these relationships to enhance and defend the reputation and interests of the insolvency and restructuring profession.
2. Alongside the Communications Officer, respond to press enquiries and breaking news stories in ways which improve public understanding of the role of insolvency and restructuring profession, and which promote and defend the profession's value and contribution to the UK economy.

3. Manage the preparation of media relations collateral, including (but not limited to) press releases, media comments, research reports, bylined articles, 'R3 Thinks' posts, infographics, or journalist briefings etc.
4. Work with the Head of External Relations and Public Affairs Manager to develop R3 policy positions, thought leadership output, and research activities.
5. Manage relevant aspects of R3's social media and online engagement strategy, including coordinating the planning and production of content for R3's blog (R3 Thinks).
6. Design and manage R3's regional media relations engagement strategy, working in conjunction with R3's Communications Officer.
7. Work with the Head of External Relations, Public Affairs Manager, and other teams to ensure the consistent communication of key R3 messages to all external stakeholders (including, for example, drafting speeches and presentations for R3 representatives).
8. Work with R3's Public Affairs Manager and the R3 technical team to inform members and external stakeholders of insolvency and restructuring policy developments which will have an impact on them and their work.
9. Work with R3's Business Development team to communicate the team's work with members.
10. Manage R3's relationships with any external agencies engaged to support the team's media relations work.
11. Support R3's Executive Committee in their engagement with press, R3 members, and other external stakeholders, while ensuring they are fully briefed and prepared for any such engagement (including ensuring the Executive Committee are media trained and have speeches/presentations prepared for them).
12. Represent the Press, Policy and Public Affairs team and/or R3 to external audiences and R3 members.
13. Ensure the team's media and public relations work supports R3's wider corporate objectives.
14. Manage the work and development of R3's Communications Officer.
15. Deputise for the Head of External Relations in their absence.