



R3 PERSON SPECIFICATION

Job Title	Communications Manager
Salary	£35,000-£40,000, dependent on experience
Section	Press, Policy, and Public Affairs Team
Responsible to	Head of External Relations
Specification agreed by	CEO
Date of last agreed change	December 2018

Criterion	Essential (E) / Desirable (D)	Assessed by Application (A), Interview (I), Presentation (P) or Test (T)
<u>Education / qualifications</u>		
1. Bachelor's Degree or equivalent or extensive work experience	E	A
<u>Experience</u>		
1. Experience of managing a national media engagement programme.	E	A/I
2. Experience of designing and delivering proactive and creative public relations campaigns.	E	A/I
3. Experience of responding positively and constructively to press enquiries and taking advantage of breaking news stories to promote an organisation's messaging.	E	A/I
4. Experience of preparing media relations collateral, including press releases, media commentary, bylined articles, briefings, and/or infographics.	E	A/I
5. Experience of working with regional media outlets.	D	A/I

<p>6. Experience of managing and producing content for social media channels, including Twitter and LinkedIn.</p> <p>7. Experience of drafting speeches or presentations designed to deliver an organisation's key messages.</p> <p>8. Experience of working for or with a PR agency.</p> <p>9. Experience of supporting senior staff in their engagement with the media.</p> <p>10. Experience of line managing others.</p> <p>11. Experience of engaging with, and influencing, colleagues, managers, other professionals.</p>	<p>D</p> <p>D</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>	<p>A/I</p> <p>A/I</p> <p>A/I</p> <p>A/I</p> <p>A/I</p> <p>A/I</p>
<p><u>Skills, knowledge and attributes</u></p> <p>1. Ability to research, analyse and communicate information effectively, both in written and oral formats and for both internal and external audiences.</p> <p>2. Enthusiasm for learning – and ability to learn – about new policy areas and skills (in particular, insolvency and restructuring issues).</p> <p>3. Ability to self-motivate, set personal tasks and tasks for others, and ensure these are delivered on time and to a high standard.</p> <p>4. Ability to write clear, informative, and engaging press collateral, including press releases and press statements.</p> <p>5. Demonstrates knowledge of the current business press landscape and recent insolvency and restructuring-relevant news stories and topics.</p> <p>6. Ability to manage, coordinate and progress competing tasks and priorities, and the ability to meet</p>	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>	<p>A/I/T</p> <p>A/I</p> <p>A/I</p> <p>A/I/T</p> <p>A/I</p> <p>A/I/T</p>

inflexible deadlines.		
7. Demonstrates a proactive approach to work, including a track record of starting, progressing, and delivering new initiatives and projects.	E	A/I
8. Demonstrates a track record of strong communications planning and process management.	E	A/I
9. Ability to work with colleagues to produce high quality joint work, and enthusiasm for supporting team members on different projects.	E	A/I
10. Demonstrates a high level of attention to detail across all tasks and projects.	E	A/I/T
11. Ability to represent R3 internally and externally as a credible ambassador.	E	I
12. Ability to use a variety of computer software (including Microsoft Excel, Microsoft Word, Microsoft PowerPoint, Microsoft Outlook).	E	A/I
<u>Additional contractual obligations</u>		
1. Ability to work evenings and away from home on a regular basis as required.	E	I