



Job Title: **Communications Manager**

Dept.: **Marketing**

	Essential/Desirable	Evidence
A: EDUCATION QUALIFICATIONS AND TRAINING (Level of education, specific qualifications, specialised training, training requirements for the job)	- Degree-level education or equivalent professional experience in Communications, Public Relations, Marketing, Journalism, Media Studies, English, Business, or a related discipline is essential - Professional qualification from a recognised communications body, such as the Chartered Institute of Public Relations (CIPR) or Chartered Institute of Marketing (CIM) is desirable - Media relations, crisis communications, stakeholder engagement, or change management training is desirable	Application Form Certificates Registration Documents CPD Portfolio Interview
B: EXPERIENCE (Length, type and level of work-related experience)	- Proven track record in leading communications activity and contributing to organisational communications strategy - Demonstrable experience developing and delivering communications, media relations or public relations strategies within a complex organisation - Experience of working with journalists, media outlets and external stakeholders - Experience of reputation management and stakeholder communications - Experience of managing staff, suppliers or agency relationships - Experience of content development, editorial planning and storytelling - Experience of public affairs or external affairs activity - Experience supporting senior leaders and organisational spokespersons - Experience of working within the charity, healthcare, emergency services or public sector	Application Form Interview



	A professional marketing or communications qualification (e.g. from Chartered Institute of Marketing/Chartered Institute of Public Relations) would be desirable	
C: SKILLS KNOWLEDGE ABILITIES (Range and level of skills, depth of knowledge required for the job)	- Excellent written, verbal and interpersonal communication skills - Strong media relations and stakeholder engagement skills - Excellent copywriting, editing and storytelling abilities - Ability to develop strategic communications plans and deliver measurable outcomes - Strong organisational and project management skills - Ability to manage sensitive issues and work under pressure - Strong leadership and people management skills - Evidence of continued professional development in communications, public relations, journalism, marketing or a related field is desirable	Application Form Interview References CPD
D: APTITUDES AND ATTRIBUTES (Communication and interpersonal skills, organisational skills, ability to work on own initiative, to strict protocols/procedures and time scales)	- Strong interpersonal skills and ability to work collaboratively - 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 - A proactive and creative mindset with the ability to identify new opportunities - Strong attention to detail, ensuring accuracy and consistency in all work	Application form Interview References
E: OTHER JOB REQUIREMENTS (Physical/health requirements, specific requirements e.g. car owner/driver, full, clean, current	- Passion and empathy for the cause - Ability to act as an ambassador for the overall work of the Charity - Excellent attendance and time keeping - Car owner/driver - Full driving licence with no endorsements or acceptable endorsements	Application form Interview Reference



UK Driving Licence)	Undertake full DBS/immigration verification checks in line with MAAC policy and procedures		
F: PERSONAL QUALITIES AND VALUES	RECEPTIVE - we are open to new ideas and ways of working across our clinical and charity operations, providing total transparency to all stakeholders. 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. RELEVANT - we define success as continuous improvement and aim for excellence in our live-saving services and community projects. RECOGNITION - we value our relationships - with staff, supporters and the wider communities we serve - working together to achieve the best possible patient outcome.	Application form Interview Reference	

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