

Title	Senior Communications Executive	Job Level	3	FTE	1	Team Total	4
Core Features	<p>Ensures the daily transactions of the core business within set policy and operational limits at level appropriate to broadband level</p> <p>Typically plans from one day to up to three months ahead</p> <p>Some supervision required with reporting to/authority from manager</p>						
Aim	To work closely with the Head of Communications to carry out a broad transactional communications role with specialisms in media relations and on-line editorial work.						
Core Duties	<ol style="list-style-type: none"> 1. MEDIA Develop and deliver an effective media relations strategy, ensuring accurate media responses that reflect strategic messaging. 2. STAKEHOLDER RELATIONS Proactively build stakeholder relationships for the team, particularly with journalists and those in the business press. 3. EDITORIAL Produce key corporate documents such as the Annual report and the Business Plan and provide input into the drafting of policy documents and consultations across the organisation. 4. ONLINE Develop targeted online copy for industry and consumer audiences and be responsible for website content management 5. CAMPAIGNS Actively support other duties of the team in Campaigns and Events, undertaking project work and ad hoc duties as required. 	Key Skills	<ol style="list-style-type: none"> 1. Experienced in media relations and/or journalism. 2. Relationship management, involving more complex inter-personal communication, presenting and influencing across a range of people and organisations 3. Excellent written communications, producing consistent and high quality correspondence 4. Experience of online publication using CMS 5. Strong team player - possesses qualities of personal leadership involving knowledge sharing and taking action in relation to personal development 6. Critical analysis of information involving complex problem solving and decision-making using a wide-range of commercial intelligence 7. Effective judgement that involves joined up thinking, taking into account current and future impacts on the wider picture 8. Organises and executes responsibilities proactively and without prompting 				
Underpinning Knowledge	Media, Editorial, Content Management Systems, html useful to support basic coding fixes						
Experience	<p>On-line journalistic experience preferred, proven track record in media</p> <p>Preference for bringing existing network of contacts</p> <p>Preference for regulatory, technology or business technology experience</p>	Quals	<p>Minimum degree level</p> <p>Preference for 2:1 Hons</p>				
Generic Requirements	Flexibility in hours and nature of duties. Carries out reasonable requests to support the business across teams and that takes account of a broader range of skills and experience. Customer centric ensuring timely and effective responses to internal and external customers at all times.						