

JOB DESCRIPTION

POST:	COMMUNICATIONS AND PR EXECUTIVE Fixed term contract to 31 March 2016
POST HOLDER:	Vacant
REPORTS TO:	Executive Director
GRADE:	£30,000-£35,000 + benefits
LOCATION:	Worcester
WORKING HOURS:	Full-time (37 hours per week)
MAIN PURPOSE:	To carry out media and PR activities to support the Worcestershire Local Enterprise Partnership (LEP).

KEY DUTIES / RESPONSIBILITIES:

1. To monitor the LEP communications annual budget (£20-50k)
2. To co-ordinate, arrange and facilitate all media opportunities for the Local Enterprise Partnership.
3. Supporting our external PR advisors in making and receiving media enquiries, arranging and taking photographs, evaluation of media activity and liaising with the LEP Board where appropriate.
4. Responsible for managing, editing, controlling and collating information for the Chairman's bi-weekly bulletin, including; sourcing features, copywriting, editing incoming press notices, mailing list collation, feature writing, proofreading.
5. To create communication plans to support organisational objectives and the marketing strategy, ensuring communications principles are adhered to in all materials, publicity and activity.
6. To develop and use a variety of routes to market to promote the Worcestershire LEP, including: website, e-shot, Linked in, twitter, telephone and events.
7. To establish and maintain clear performance indicators in order to measure and establish the impact of all public relations activity.
8. To raise the profile of the Worcestershire Local Enterprise Partnership by compiling and promoting case studies, testimonials and good news stories via an appropriate marketing method i.e. marketing literature, website, outside organisations publications.
9. To initiate and maintain an effective process for sourcing and recording case studies, testimonials and good news stories regarding Worcestershire businesses and Public Sector.
10. To update, maintain and administer the website www.wlep.co.uk including making decisions about appropriate and relevant content.

11. To monitor and ensure Chairman's signoff of all appropriate press and electronic media for Worcestershire business news and respond if necessary.

12. To provide creative marketing support as required, including:

- Creating marketing literature
- Proofreading
- Copywriting
- Attending and assisting in the organisation of events when appropriate

GENERIC CHAMBER GROUP TASKS:

1. To work closely with other team members to ensure that all Business Plan, Performance and Financial targets are achieved.
2. To keep updated with all new literature and information and maintain a thorough knowledge of new procedures
3. To work closely with other team members and complement and support the organisation's delivery and development.
4. Any other duties as directed by the Executive Director.
5. To ensure that any management information is entered onto the Chamber's databases (CRM and Exchequer) on a regular continual basis.
6. To work closely with the Quality Manager and your team to ensure team-wide compliance to ISO9001. To facilitate improvements to the quality management system and to co-ordinate an annual review of quality documentation which specifically relates to your department.
7. To adhere to and actively promote the Chamber Equal Opportunities policy
8. At all times to work within the organisations Health and Safety policy and to ensure as far is reasonable that safe working practices are established, maintained and followed
9. To work within and assist in maintaining IIP principles for the organisation.
10. To carry out any other duties as required by the business to achieve commercial objectives.

PERSON SPECIFICATION:

1. Proven experience of working within a similar PR role and/or a journalistic flair/background.
2. Qualified or working towards a Marketing/PR qualification.
3. Proven ability to write copy, proof read and generate professional PR literature/press releases/press statements.
4. Commercially aware.
5. Ability to articulate ideas, implement and gain buy-in.
6. Goal orientated.
7. Proactive, Self Starter
8. Ability to manage a range of different tasks with developed time management skills and experience of working to deadlines.

9. Ability to manage and collate large quantities of information.
10. Professional credibility with high levels of personal motivation.
11. Ability to communicate confidently at all levels (verbally and in writing) externally and internally at all levels.
12. A team player.
13. Proficient in the use of MS Office.

MOBILITY:

1. Ideally, a car owner with full driving licence.