



**Person Specification** - Communications and Media Relations Manager

	<b>Essential (E)/ Desirable (D)</b>	<b>How assessed Application (A) Interview (I)</b>
<b>Education, professional training, and qualifications</b>		
A degree or equivalent professional experience in communications, public relations, journalism or a related field.	E	A
Professional qualification or membership, such as CIPR or CIM.	D	A
Willingness to engage in further training relevant to the role	E	I
<b>Experience and specialist knowledge</b>		
Significant experience in a communications, media or PR role, ideally within a complex organisation	E	A
Demonstrable experience of developing and delivering successful communications or PR plans and campaigns	E	A
Strong media relations experience, including drafting press materials and handling media enquiries	E	A
Experience of reputation management, issues management or crisis communications	D	A
Experience of working in higher education, the public sector or a mission-led organisation	D	A/I
<b>Skills and abilities</b>		
Excellent written and verbal communication skills, with the ability to tailor messages for different audiences and channels	E	A
Experience of writing content in a professional capacity	E	A
Strong organisational and project management skills, with the ability to manage multiple priorities and deadlines	E	I
Good understanding of digital communications, including websites, email and social media	E	I
Ability to use insight, monitoring and evaluation to improve communications performance	E	I
Excellent attention to detail and commitment to accuracy	E	I
Excellent interpersonal skills, able to build rapport when meeting new people	E	I
Highly effective organisational and time management skills	E	I
Experience of supporting senior spokespeople with media preparation or presentation briefings	E	I
Ability to work collaboratively across boundaries in partnership with colleagues	E	I
Ability to work in and adapt to a fast-paced environment	E	I
Ability to problem solve and develop solutions	E	I
<b>Personal qualities</b>		
Creative flair and passionate about creating engaging content	E	I
A collaborative, proactive and resilient approach, with sound judgement and discretion.	E	I
Ability to manage change positively	E	I
Discreet and can maintain confidentiality	E	I



Can act on own initiative within specified boundaries	E	I
Flexible in approach to work	E	I
Cares and demonstrates a commitment to the success of learners within a safe and positive learning environment	E	I
Demonstrates a commitment to supporting a customer focussed and student-centred learning experience	E	I
Possess well-developed interpersonal skills and can communicate effectively and appropriately with people from a wide range of backgrounds with a caring and professional manner	E	I
Demonstrable commitment to equality of opportunity and the ability to challenge behaviours which do not positively advance the diversity agenda	E	I
Demonstrable experience of representing the values of an organisation in daily life	E	I
Demonstrable experience of upholding the values of Norland and the Norland Code of Professional Responsibilities	E	I
Demonstrates a positive attitude, professionalism, passion and energy	E	I
Demonstrates willingness to immerse into the life and culture of Norland	E	I
Motivated and committed to continuous improvement for self and colleagues	E	I
Willingness to become part of the Norland community by engaging and participating in Norland-wide activities and being a positive role model to others	E	I
<b>Unusual post requirements</b>		
Occasional Saturday and out-of-office hours working to cover Norland open days and other events such as media visits, and to manage reactive media enquiries and crisis communications	E	I