

## Person Specification

**Job Title:** Press and PR Manager

<b>Qualifications</b>	<b>Essential</b>	<b>Desirable</b>
Level 4 qualifications in English and Maths	✓	
Willingness and ability to obtain and/or enhance qualifications and training for development in the post.	✓	
<b>Experience</b>		
Significant experience of harnessing PR to support the profile of an organisation	✓	
Demonstrable and proven track record of using social media to achieve strategic goals	✓	
Experience of delivering effective press and PR planning incorporating project planning techniques, analysis, monitoring and evaluation	✓	
Working effectively with journalists on both a national, regional and local basis	✓	
Experience of co-ordinating and developing communications strategies in an organisation	✓	
Experience of working with, and managing, third party/external agencies	✓	
Working within a fast paced environment with the necessary drive, energy and commitment to learn new things quickly	✓	
Experience of working in a school environment		✓
<b>Skills</b>		
Excellent written skills including copywriting and proof-reading along with a similar level of verbal communications skills with extensive experience of telephone liaison	✓	
Ability to respect and maintain confidentiality	✓	

Knowledge of the public sector and the impact of effective PR in championing key issues	✓	
A self starter with proven ability to work on own initiative, meet objectives and tight deadlines under pressure	✓	
Able to demonstrate attention to detail whilst also having a flexible approach and an ability to work in a team	✓	
Good working knowledge of Microsoft Office (word, excel and database)	✓	
Ability to relate to students in a pleasant the sympathetic manner and to recognise potential child safeguarding issues	✓	
Understanding of Academy child safeguarding procedures	✓	
<b>Other</b>		
Satisfactory DBS check	✓	
Willingness and ability to travel around the UK on an occasional basis	✓	
A commitment to Equal Opportunities	✓	
Flexibility of approach and ability to work in a team	✓	
An understanding of the Trust's vision, values and strategy	✓	
Proven ability to develop and maintain good working relations, with both internal and external audiences	✓	