



## Public Affairs and PR Manager

### Personal Specification

#### Knowledge, Experience and Skill Set Required

The post holder will require the following:

- ✚ A degree level education in public relations, communications or a related subject
- ✚ A minimum of three years' experience in a public affairs role
- ✚ Membership of a professional body
- ✚ Proven track record in designing and executing successful public relations campaigns at both a local and national level
- ✚ Strong understanding of the political healthcare environment
- ✚ Strong relationships with local and national media outlets
- ✚ Experience in working with senior management; comfortable and skilled in both broadcast and print media interview techniques
- ✚ Demonstrable exceptional writing and editing skills
- ✚ Experience with digital communications including blogs, influencing and engagement strategies
- ✚ Highly competent in use of Microsoft Office suite