



T 0203 1220 810  
e info@psnc.org.uk  
w psnc.org.uk

## Media and Corporate Communications Manager

### 1 Job Specification

**Key responsibility:** Managing the organisation's relationship with the national media and overseeing brand and corporate communications within and beyond the NHS community pharmacy sector.

**Reports to:** Director of Communications and Public Affairs

**Job Purpose:** To work closely with the Director of Communications and Public Affairs to develop and maintain a clear voice for the organisation and for pharmacy. This will require the postholder to carry out a range of functions including drafting articles, press releases, comments and briefings across digital formats; anticipating and mitigating corporate communications and media risks; handling complex and sensitive messages; and collaborating closely with other team members including the Pharmacy Communications Manager. Monitoring of media and communications activity, leveraging constructive relationships with national media contacts, developing digital communications plans for complex work programmes and proactively identifying media tactics and strategies will also be central to this role.

#### Specific duties and responsibilities:

This role will have responsibility across two key areas of our organisation's communications, corporate and public affairs function:

#### Corporate Communications

- Promote PSNC and its work through the production of key corporate publications, such as our Annual Report, across the full range of digital and social media formats.
- Provide advice on managing our reputation and branding, including setting brand guidelines and ensuring all communications – including across digital and social media – are in line with these. In 2023, this will include supporting the transition to Community Pharmacy England.
- Identify key corporate communications risks and provide advice on mitigating these.
- Provide strategic, reputational and communications support to all corporate work programmes, including transformation, change and leadership programmes. This will include advising on tone of communications and design and branding
- Support the Leadership Team and Chief Executive with corporate communications, including speech and presentation-writing.
- Map relevant stakeholders, and monitor and assess the effectiveness of PSNC's communication channels.
- Management of external design or other agencies, and liaison with programme managers, where needed to help deliver the above.

## Press/Media Work

- Lead on PSNC's work with national, consumer and non-pharmacy trade media (across print, digital, radio and broadcast), including building constructive relationships with journalists and responding to queries promptly.
- Identify stories that will resonate with the national press and draft impactful press releases that gain positive coverage of PSNC and of community pharmacy.
- Draft media strategies and deliver a programme of proactive media work – across both national and regional, and print, digital, radio and broadcast, media – that supports PSNC's wider objectives and the community pharmacy sector.
- Write articles or prepare other content for a variety of publications and media outlets to promote community pharmacy and our work and role, as well as ensuring PSNC maintains a thought-leadership role within pharmacy and the wider health sector.
- Maintain and draft guidance and resources (including template press releases and social media posts) for a network of pharmacy spokespeople to help them to handle local and national media issues.
- Draft regular key media messaging and resources to support the sector with reactive and proactive media work.

In addition to this, as a key member of the Communications Team, the postholder will need to carry out the following functions:

- Contribute to a rota for daily monitoring of press coverage on matters relating to PSNC and to community pharmacy and preparation of updates on this
- Contribute to a rota for monitoring and responding to queries from the media, pharmacists and others
- Build support for PSNC and community pharmacy using social media and other digital channels
- Assist with wider communications and public affairs tasks, particularly during campaigns
- Support the wider team and local committees with communications and media matters (including advising on matters such as tone and design) and work closely with communications teams at other pharmacy organisations
- Present work and ideas to Committee Members and subcommittees

## 2 Postholder Requirements

### Education/Qualifications

- Degree in relevant field (communications, public relations or journalism); or
- Extensive vocational experience of equivalence; or
- Proven successful and sustained track record in line with below requirements.

### Skills and Abilities

This role will have responsibility for two key parts of our Communications, Corporate and Public Affairs work, and the ideal candidate will have demonstrable success in at least one of:

- Managing national media relations to deliver impactful coverage and influence policy; or

- Handling communications across significant corporate programmes – such as business transformations – and managing successful corporate communications in a pressured environment.

In addition, the following skills and experience will be essential:

- Highly developed writing skills – and the ability to write for a national media/consumer audience
- Highly developed digital communications skills – working across websites, digital publications, animations, and radio and broadcast media
- The ability to identify and source relevant information and turn it into workable material for proactive communications
- Highly developed interpersonal skills
- A collaborative approach to team-working, both across the organisation and wider stakeholders
- The ability to work to deadlines and to juggle projects and reactive work under pressure
- A good working knowledge of Microsoft Word, Excel and PowerPoint packages

In addition, the following skills and experience would be desirable:

- The ability to produce clear communications on technical subjects for a specialist audience
- Enthusiasm for, or knowledge of the health sector and contacts with health journalists
- Presentation skills and confidence acting as a spokesperson