

Title: Communications & Public Affairs Executive

Department: Communications & Corporate Affairs

Responsible to: Director of Communications & Corporate Affairs

Location: Hybrid working in London office (2/3 days per week in office, Mon/Fri and every second Thursday WFH. Occasional UK travel required)

Overall Purpose

Play a hands-on role in the Communications and Corporate Affairs team, helping deliver the communications and political engagement activity that raises the profile and influence of the Institute and the CEO, while supporting growth of the membership.

Support the Director of Comms & Corporate Affairs, and the wider communications team, in the execution of impactful activity for:

- The CEO, such as social media, speaking and media opportunities, and promotion of the Institute's research and podcasts. media and public affairs engagement,
- For the Institute, our key campaigns, including the ongoing marketing of Portis, The Service Innovation Hub.

Support building and nurturing relationships with key media and political stakeholders and drafting external and internal briefings.

Help manage paid and organic social media campaigns and ensure the Institute's sales CRM, HubSpot, is kept up-to-date, and we are optimising the effectiveness of our communications and lead generation activities.

Key Responsibilities

General

- Support the Director of Communications and Corporate Affairs in executing the communications plan and strategy
- Support the Communications and Corporate affairs team as appropriate with ad hoc assignments and project work
- Support the wider communications team with research, data-gathering and administrative tasks

Content & Media Relations

- Draft and edit press releases, articles, blog posts and other written content, updating website where required
- Manage and grow the social media channels, including content planning and scheduling, supporting CEO social media activities
- Monitor and analyse media coverage/landscape and identify opportunities
- Identify speaking and media opportunities for the CEO, helping to prepare materials, presentations, speaking notes, briefings and articles, drawing on the Institute's research and insights
- Prepare briefings and support the CEO on podcasts and 'Head to Head' webinars and other internal and external speaking opportunities
- Support with drafting and reviewing of media/press materials
- Support the wider comms team with project planning around key communications and thought leadership campaigns
Support the recording, editing and promotion of podcasts, videos and other thought leadership content ensuring it aligns with the CEO's and Institute's priorities and objectives

Public affairs

- Identify relevant MPs, government officials, and agencies to target for the Institute's key policy and campaign asks/outcomes and work with the CEO's office to get these secured in the CEO's diary
- Monitor parliamentary activity to provide analysis and flag important developments
- Alongside public affairs agency, manage logistics and attendance for The Institute's All-Party Parliamentary Group (APPG) on Customer Service and parliamentary events

Lead Generation Support

- Work closely with the wider team to ensure the CRM is kept up to date with communications and lead-generation activity.
- Where required support Lead Generation, nurturing and new business follow-ups

Role Dimensions

Key relationships

Internal: Director of Communications & Corporate Affairs, CEO; CEO office

External: PR and PA Agencies

Success Criteria

- Raised profile and influence for The Institute across public affairs, media, business leaders, and other external stakeholders
- Campaign objectives are met / exceeded

Personal Development

It is your personal responsibility to ensure that your own professional knowledge and job skills are fully up to date at all times.

The role holder is required to perform related duties as required. This profile does not necessarily include every responsibility, requirement or skill associated with the role. It is intended to reflect the role currently and the manager and role holder will revise the role profile as necessary to ensure the needs of the Institute and its customer can be met.

Person Specification

Specialist knowledge and skills

- Some understanding of and a keen interest in the UK political and media landscape
- A high level of communication skills, both written and oral
- Strong organisational skills and attention to detail
- Comfortable with ambiguity, fast-paced working environments and tight deadlines

Experience

- Strong project management skills with the ability to coordinate across multiple teams and stakeholders
- Experience balancing organisational and individual (CEO or senior exec) priorities as dual, complementary objectives working toward a common goal, with a hands-on approach to support.
- Evidence of strong written and verbal communication
- Experience with CRM tools like HubSpot, Salesforce is desired but not required

Attitudes

- Lives The Institute's values
- Takes ownership of activity end to end, from planning through to delivery, execution and follow-up support
- High integrity
- Proactive and solution-oriented

Professional Qualifications

- Degree