

**Job Title**: Communications and Press Relations Manager

**Job Level:**  Senior Manager

**Responsible To**: Head of Marketing, Sales & ICT

**Direct Reports:** none

**Place of Work**: Hybrid working - based at Ponds Forge with expected travel to other venues as a when required.

**Purpose of the Job**

The role is focussed on increasing awareness and improving perceptions of the organisation through highlighting the significant positive impact Sheffield City Trust delivers for the city and people of Sheffield.

**Job Summary:**

The role holder will be expected to regularly engage with external and internal stakeholders to shift perceptions of the organisation. As such, the individual will need to be able to:

* Build our PR, active influencer and advocate community to increase our profile locally and regionally amongst our stakeholders
* Build strong working relationships to be the first to hear of stories and opportunities that align with your communications strategy
* Create impactful ideas that communicate the values and outputs of the organisation to increase brand affinity in customers and stakeholders

**Key Responsibilities:**

* Working with internal colleagues to engage directly with key stakeholders; ensuring colleagues are prepared and comfortable to professionally deliver agreed key messages and engage in debate to shift perceptions and correct misunderstandings
* Create and Deliver comprehensive communications programme with all stakeholder groups to increase awareness of current activities and successes within the organisation
* Engage and manage press contacts to ensure that we are influencing the published news agenda
* Explore and experiment with new formats to deliver compelling content and initiatives to deliver a clear consistent communications plan
* Build and report against a set of KPIs that help us determine audience engagement, brand reach and content relevancy.

**Expected Behaviours**

* ICAN – Our company culture is built on this ethos. Supporting, helping, offering excellent service to all customers, stakeholders, and colleagues.
* Comfortable switching from strategy to tactical execution quickly, that could mean building out a quarterly editorial programme in the morning to writing and publishing a blog post in the afternoon.
* An agile thinker, someone who understands that in developing new initiatives, plans change quickly. You must be comfortable with this and able to thrive on it.
* Experienced at working with external media/press organisation and have the associated skills to deliver first time; e.g. outstanding copywriter with a keen attention to detail.
* Highly articulate and able to influence in a cross-functional team environment
* A Clear and eloquent communicator
* Able to demonstrate a track record in building brand narratives that an entire organisation has rallied behind