

NHS PROPERTY SERVICES LTD
Job Description

Job title:	Press & Public Affairs Manager
Level:	2
Type of role:	Permanent
Base:	London
Travel requirements:	Minimal
Responsible to:	Senior Press & Public Affairs Manager
Directorate:	Customer Services and Communications
Job reference:	MARCOMS_PPAM

Main purpose / scope of the role

To support the Senior Press & Public Affairs Manager developing and executing the company's media and public affairs strategy in England to ensure maximum influence.

To co-ordinate and deliver a proactive media and public affairs programme for the company. This business-critical role will involve developing media and stakeholder engagement, parliamentary engagement and both local and national government relations activities – with the aim of ensuring that the company voice is heard and the company's influence develops among key national and local decision-makers.

The post holder will work as part of the national marketing and communications team and will work closely with the other members of the team and colleagues across the business.

The post holder will handle a range of sensitive, complex and important information, which needs to be dealt with efficiently and professionally.

Key duties and responsibilities of the role

- Ensure a prompt and effective daily media relations response to relevant news and providing crisis communication support where needed.
- Assist in the delivery of the development of strong relationships with key trade, local and national journalists to facilitate strong coverage.
- Provide support at corporate events, campaigns, launches and other media relations events as requested.
- Build appropriate dashboard reporting and provide business updates when required.

- To support the delivery of a Public Affairs strategy to give the company maximum influence, create a positive policy environment within which it will operate effectively and promote its reputation and brand.
- To support a professional, efficient and high-quality briefing service for health ministers, for example for parliamentary questions and debates, ministerial correspondence, ministerial visits and select committee appearances, working closely with relevant branches of the Department of Health
- To research and prepare appropriate briefings for the Chair, Chief Executive Officer and other Board members, often to short deadlines for meetings, conferences and presentations on key reputational issues.
- To support and contribute where needed to third party partnerships from a thought leader perspective.
- To provide effective support of key political correspondence into the office of the Chair and Chief Executive Officer, in particular correspondence from MPs and other senior stakeholders. The post holder will handle high levels of confidential and important business and management information, which needs to be dealt with to a very high standard.
- To provide ad hoc support on MP letters for our asset management division.
- To keep up-to-date through horizon scanning and attendance at external events with stakeholder and party political dialogue on key health and property issues and provide analysis and commentary to senior colleagues as appropriate.
- To work with colleagues to identify new target stakeholders in line with the company's business plan objectives and seek proactively to strengthen these relationships.
- To ensure all /Public Affairs activity is logged onto our CRM system (Compass)
- To ensure any actual or potential reputational issues which arise through parliamentary business or other Public Affairs channels, are addressed quickly and effectively, to minimise harm to the company.
- To support in the development of project communications for development and disposal initiatives across the organisation.

Person Specification

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • Education to A-Level or equivalent n/a 	<ul style="list-style-type: none"> • Degree
Knowledge	<ul style="list-style-type: none"> • Knowledge of key MS Office applications – Outlook, Word, Excel, PowerPoint • • 	<ul style="list-style-type: none"> • Knowledge of working with case management systems, IT helpdesk systems and/or CRM systems • A working knowledge of Social media, for example Twitter, Facebook. • Knowledge of DPA (data protection act), DDA (disability discrimination act)
Experience	<ul style="list-style-type: none"> • Experience in a public affairs team and dealing with media enquiries. • Proven experience of producing high quality communications for media contacts and external stakeholders. • Excellent journalistic skills proactively identifying, developing and pitching stories and features to secure widespread media coverage. • Ability to translate complex policy and technical language into plain English to ensure that public understanding of the organisation's work is maximised. 	<ul style="list-style-type: none"> • Experience in a similar large organisation (1000+)
Skills	<ul style="list-style-type: none"> • Excellent written English and verbal communication skills • Ability to effectively prioritise tasks especially when under pressure • Ability to handle challenging relationships and manage difficult conversations when necessary • Self motivated and ability to use own initiative but also a strong team player. 	<ul style="list-style-type: none"> • n/a

Personal qualities/abilities	<ul style="list-style-type: none">• Upbeat and energetic• Attention to detail• Passionate about public affairs• Driven by achieving a high level of customer satisfaction• Able to build relationships and gain trust with customers and colleagues• Demonstrates integrity, empathy, discretion and professionalism• Team player and enthusiastic & self-motivated with good sense of humour	<ul style="list-style-type: none">• Flexible with the ability to react quickly to demands
Other requirements as applicable	<ul style="list-style-type: none">• Need to travel (UK only)	<ul style="list-style-type: none">• n/a