



Job Title:	External Communications Assistant	Job Band:	Band 6
Reporting to:	External Communications Manager	Size of Team:	21
Direct Reports:	0		

The External Communications Assistant supports the External Communications and Engagement team to enable it to function efficiently and effectively. This involves maintaining administration systems as well as being the first point of contact for media enquiries. The External Communications Assistant supports the execution of St John Ambulance campaigns and positions stories positively with the media. This involves writing media releases, developing content for social media, copy, creative briefs for suppliers, setting up interviews and carrying out other broader minor external communications related tasks.

## Key Responsibilities

- Monitors all media daily for relevant news items, identifying situations the national or regional teams could respond to and distributing articles of interest to relevant parties. Writes daily news email to inform organisation of relevant news stories and media coverage.
- Files, analyses, and distributes press cuttings. Manages relationship with cuttings service provider. Responsible for monthly report on team's activity for senior management.
- Handles incoming media enquiries, acting on simple requests or ensuring that someone in the team is addressing them.
- Produces external communications materials (such as media releases, blogs, copy, journalist briefings and quotes) for SJA campaigns, liaising with internal departments when needed.
- Manages small external campaigns, supports larger integrated campaigns.
- Helps develop content for social media channels.
- Builds and maintains relationships with key external influencers e.g. journalist, bloggers and celebrities to help tell the charity's story.
- Supports the regional external comms team with identifying case studies that will raise awareness of St John's work. Populates and manages a case study database and identifies opportunities for them in the media, working with the team to sell these in.
- Perform any other duties commensurate with these responsibilities, the band of the post and skills and qualifications of the post-holder.

## You will

- Be able to work on your own initiative and be highly motivated to achieve, both personally and within the team
- Have willingness to learn and adapt new skills
- Need to demonstrate interest in working in PR industry



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## Person specification

This is a specification of the experience, skills etc. that are required to effectively carry out the duties and responsibilities of the post (as outlined in the job description) and forms the basis for selection.

Requirements	Essential	Desirable
<b>Education and Qualifications</b>		
Educated to GCSE level or equivalent (Grade C) inc Maths & English	✓	
Relevant professional qualification accredited by the CIPR or CIM		✓
<b>Experience</b>		
Experience of setting up or maintaining admin systems, eg. filing, answering emails	✓	
Good experience of Microsoft Office programs, such as Outlook, Word and Excel	✓	
Experience of writing media materials and speaking to journalists	✓	
Solid knowledge and understanding of social media, with demonstrable experience of using it creatively		✓
<b>Skills, knowledge and abilities</b>		
Good organisational skills	✓	
Ability to prioritise	✓	
Excellent verbal communication skills	✓	
Ability to work as a team	✓	
Able to work independently and use initiative	✓	
Good knowledge of different types of media		✓

This job description is intended as an outline indicator of general areas of activity and will be amended in light of the changing needs of St John Ambulance. It is expected that the post holder will be as positive and flexible as possible in using this document as a framework.

Initials: JS

Date of preparation: 29/10/2018



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