**Role Description –**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Role title | PR and Communications Officer | |  |  | Department | Marketing |
| Reports to | Communications Manager | | | | Direct reports | None |
| Key relationships / interfaces | **Internal**: | Communications Manager  Members of the Marketing team  External Affairs  Other departments engaged in activity or projects that warrant media coverage | | | | |
| **External**: | Media contacts, including journalists, influencers and commissioning editors | | | | |
| Role purpose | APM’s status as the chartered body for the project profession means it has never been more important for the organisation to raise its profile and share its knowledge. PR and communications will play an important role in helping us share our corporate messages with the widest possible audience, and to ensure APM’s employees, members and the wider public are informed and engaged with the organisation’s activities. | | | | | |
| Breadth of responsibility | Responsibile for delivering on the PR strategy in order to raise awareness of APM and the project profession, by using tactical PR activity to support key themes, announcements and events. In addition, supporting the Communications Manager to create and deliver website content for external audiences, deliver engaging internal communications to APM employees, and work closely with stakeholders throughout the organisation to translate their activities into newsworthy content. | | | | | |
| Dimensions and limits of authority | * Significant changes to established processes should be referred to line manager (along with Head of Marketing and board members where necessary) before implementing * Proactive PR activity to be discussed and agreed with line manager before commencement | | | | | |

| **Key responsibilities / accountabilities** | **Key performance measures** |
| --- | --- |
| **General** | |
| * Raise awareness of APM and the project profession in order to   + Establish APM as the chartered body for the project profession, leading the way in setting and maintaining a universally high standard for the project profession   + Accelerate the growth, diversity and global reach of APM’s membership by engaging with new sectors and communities.   + Position APM as the leading source of knowledge and insights designed to facilitate discussion, inspire improvement and assist application   + Convey that APM listens, acts and advocates on behalf of its members to improve the project profession as a route to the delivery of public good.   + Raise awareness of the project profession as a route to the delivery of public good. | * A sustained effort to secure a minimum share of voice (volume) of 30% or higher each month * A sustained effort to secure a minimum share of voice (reach) of 30% or higher each month * All coverage to be aligned to approved corporate messages |
| * Serve as APM’s primary contact for media professionals:   + Responding to incoming queries/requests in a timely manner, in order to secure opportunities for positive coverage   + Responding to negative queries/requests in a way that safeguards APM’s reputation   + Elevating queries to the Communications Manager where necessary | * Effective building of press relationships * Responding to all media enquiries in a timely and comprehensive manner that serves the association’s interests |
| * Build and maintain a list of media contacts, including editors, journalists and influencers | * Share of voice (reach) to grow in line with contact list growth |
| * Use specialist media monitoring platform to:   + report on APM press coverage, competitor press coverage and ‘Project Management’ coverage in the news   + assess effectiveness of PR activity   + identify new opportunities for coverage   + protect the APM brand by finding instances of negative coverage | * Reports to be produced monthly, from analytics in APM’s media monitoring tool |
| * Develop a regular flow of news stories and PR opportunities, aligned to APMs strategic themes, including member-relevant news for the APM website | * Minimum of three press releases per quarter (12 per year) * Minimum of two website stories per month |
| * Pitch features to press (proactively where necessary) | * Minimum of 24 per year |
| * Develop customer news stories each quarter and place where possible in the press | * Four per year |
| * Raise the profile of our CEO, chairperson and members of our leadership team | * Volume and reach of media coverage featuring our CEO, chairperson and members of our leadership team * Number of public speaking appearances made (plus attendance figures) |
| * Support key themes, announcements and events with tactical PR activity | * Visible support for key themes, announcements and events in media coverage/publicity generated through PR activity |
| * Serve as brand guardian   + Find any instances negative or inaccurate coverage and identify avenues for response/correction   + Craft responses to journalist queries that protect APM’s reputation | * Instances of negative press as a proportion of overall share of voice (volume and reach) |
| * Supporting on internal communication to APM employees to support engagement levels | * Internal newsletter to employees written and circulated to agreed schedules * Demonstrates willingness to support on other internal communication activities as required |

**Person Specification**

| **Attribute** | **Description** | **Essential / desirable** |
| --- | --- | --- |
| **Qualifications** | * Educated to degree level, ideally in a media, marketing or communications discipline * Relevant communication qualification, CIPR membership or equivalent | * Essential * Desirable |
| **Experience** | * Minimum of three years’ experience in a similar role, either agency side or in-house * Experience creating and implementing PR strategies * Experience of handling crisis communications skills * Experience of working for a charity or membership organisation | * Essential * Desirable * Desirable * Desirable |
| **Knowledge** | * Familiarity with cloud-based media monitoring tools * Familiarity with Microsoft Office suite * Existing network of press contacts and influencers in relevant sectors | * Essential * Essential * Desirable |
| **Skills** | * Excellent communicator (written and verbal) with the ability to explain concepts and influence decision-making among colleagues at all levels * Strong IT skills, including Microsoft Office suite and media monitoring/distribution tools * A proactive approach, able to come up with great ideas for PR activity that supports strategic goals and secure buy-in from internal stakeholders * Ability to multi-task and prioritise workload * A keen eye for detail | * Essential |
| **Behaviour / competency** | * Customer-focused - Able to understand the needs/expectations of internal customers and balance these against the needs/expectations of journalists * Comfortable working to tight deadlines in a dynamic, rapidly changing environment * Demonstrates strong team-working ethic and ability to work with a wide range of stakeholders at all levels * Able to work under their own initiative where necessary by applying existing skills and taking ownership of issues * Able to build and maintain positive relationships with the media | * Essential |

| **Supporting Behaviours** | |
| --- | --- |
| **Behaviour** | **Description** |
| **Communication skills** | * Writes and speaks clearly, concisely and persuasively |
| **Adaptability** | * Willingness to accept change and ability to maintain effectiveness in a changing environment. |
| **Concern for accuracy** | * Desire to ensure accuracy and quality in work delivered |
| **Resilience** | * Ability to maintain control and performance during stressful situations |
| **Relationship-building** | * Ability to build and maintain networks of business contacts in and beyond the company who may contribute to success |
| **Initiative and proactivity** | * Ability to pre-empt problems and seize opportunities without waiting to be told |

| **About APM**  APM’s mission is to inspire communities to deliver meaningful change for societal benefit by advancing the art, science, theory and practice of project management. This is supported by five strategic pillars against which all activity is assessed. |
| --- |
| APM sets the standard – APM is proud to create and uphold leading standards for the project profession. |
| APM for all – APM represents the whole of the project profession. |
| APM is the leading source of knowledge and insights for the project profession. |
| APM listens, adapts, acts and advocates for the project profession. |
| APM promotes the power of the project profession for good. |