

## Job description: Communications Officer

### Purpose

- To drive the CCA's engagement with the media encompassing both reactive and proactive communications, dealing with the national and trade print media, broadcast, and online media.
- To ensure the CCA builds its share of voice and holds strong relationships with key media stakeholders.

### Accountabilities

- Support the planning of strategic communications across different channels. This will require you to get to grips with key issues within these areas, so you can plan and think strategically.
- Maintaining an active press office - drafting and pitching press releases, proactively identifying media opportunities and drafting responses to media enquiries. This may involve attending interviews and events with the organisations' spokespersons and on rare occasions being on call during evenings or weekends.
- Relationship-building with editors and journalists across national, trade, broadcast, and online media.
- Coordinate the development of longer form content e.g. podcast interviews, op-eds and blogs which help position the CCA as a leading thinker in community pharmacy.
- Horizon scanning the media and social media for potential opportunities and threats as well providing vital intelligence to fellow colleagues.
- Designing branded policy reports and briefings which showcase CCA thought leadership.
- Compiling creative content to ensure the organisation has a strong presence across all of the CCA's social media platforms.
- Keeping the CCA's website up to date.
- Maintaining media contact lists and content logs, including internal reporting to our Board.

### Dimensions

- Salary: up to £35k
- Full-time contract
- Remote role with some travel
- Reports to Head of Public Affairs
- Regular contact with:
  - National, broadcast and trade media
  - Members' comms leads
  - Sector audiences via social media
  - Peer group from across the sector
  - CCA CEO, Head of Policy and policy team members

### Skills and Experience

- Educated to undergraduate degree level, or equivalent, preferably in one of English, journalism, media studies or public relations.
- Minimum 2 years of prior experience of working an agency or in-house, as a press officer or similar role (journalism) is essential.
- Prior experience in the healthcare sector and/or of a trade association is desirable though not essential
- Good written and verbal communication skills
- Good interpersonal skills to facilitate dealing with regular enquiries from journalists and trying to 'sell' stories to them.
- Ability to distil thought-leadership reports into a few key messages.
- Ability to build and develop good working relationships.
- Good time management and ability to manage multiple workstreams simultaneously.
- Proficient in IT usage and applications
- Experience of using Canva is desirable

### Key Competencies

- Strong interpersonal skills
- Self-motivated
- Using initiative
- Proactive communicator
- Adaptable
- Concern for order & quality
- Team player
- Quick learner
- Analytical