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| **Job Title** | **Media & External Communications Manager** |
| **Department** | **Communications** |
| **Reporting to** | **Head of Communications** |
| **Contract** | **Full time, permanent** |
| **Salary range** | **£40-45,000** |
| **Location** | **London/hybrid working** |

# About EngineeringUK

EngineeringUK is a not-for-profit organisation, which works in partnership across the engineering community with a wide range of organisations from business and industry, education, professional institutions and the third sector, to understand the engineering sector and the skills it needs and to develop, deliver and promote effective initiatives and programmes to inspire young people to consider a career in engineering. Together we’re working hard to improve the diversity of the young people we inform and inspire, helping to create a diverse and inclusive engineering workforce that reflects the UK population. And we’re growing our collective understanding of how to inspire young people into engineering to meet the workforce needs for environmental sustainability.

We are guided by a series of values that we apply to all our activity.

**We are insightful** and open and honest with our insight so that everything we do to inspire young people into engineering is based on clear and up-to-date evidence, gained by listening to and learning from our community. **We are courageous** and dynamic in the development, piloting and promotion of ideas and activities which can help us all to inspire tomorrow’s engineers and increase the talent pipeline for engineering.  **We are passionate** about inspiring a new generation on engineers and making a positive difference to young people’s lives. **We are inclusive**, with partnership and collaboration at the heart of what we do. We are determined to reach those people who are underrepresented in modern engineering.

# About the role

The Media & External Communications Manager is responsible for delivery of strong media relations, proactive press office and high impact PR activity that raises the profile of EngineeringUK, improves understanding of the role of engineers/engineering, drives increased targeted engagement with our programmes and services and meets coverage targets. Reporting to and working with the Head of Communications, you will develop and deliver a media strategy. You will be responsible for consistent messaging, telling compelling stories and producing engaging content to showcase our work to media and industry audiences, working across internal teams and with external partners to leverage and maximise PR opportunities. You will lead on our flagship campaign, Tomorrow’s Engineers Week as well as PR across the Big Bang programme, working with agencies to ensure the greatest possible reach and impact. You will also develop campaigns to promote our offer to industry and education, showcase our research capability and boost our profile as thought leaders.

The role is based at the EngineeringUK offices at 10 Lower Thames Street, London EC3R 6EN with occasional travel in the UK. We believe that hybrid working has many benefits and are pleased to offer flexible working with a baseline of 2 days a week in the office, and core hours of 10am to 4pm. Further details on our flexible working practices can be provided at interview or via a member of our HR team.

**Role responsibilities**

* Working with the Head of Communications to develop a proactive media strategy
* Running a pro-active and responsive press office that secures coverage across all target media
* Developing and maintaining relationships with print, digital and broadcast journalists within national and trade media
* Developing and delivering high impact PR across digital and traditional channels
* Managing the delivery of national PR campaigns, in-house and via agencies
* Managing the Press & PR Apprentice
* Leveraging relationships and opportunities to highlight thought leadership
* Developing corporate messaging and standardised content
* Identifying and writing compelling stories and leveraging them to raise the profile of our work
* Producing engaging content and collateral to drive awareness of our programmes and services
* Developing stories and sharable content from our research and policy outputs
* Managing and promoting the EngineeringUK blog and online media centre
* Analysing and reporting on coverage

**Person specification**

**Essential**

* Proven direct experience of selling in stories and securing regular national and regional media coverage with established media contacts
* Excellent understanding of and experience delivering media relations
* Experience of delivering high profile PR campaigns (in-house or agency side)
* Experience of digital PR and omni channel campaigns
* Confident, persuasive communicator and copywriter
* Excellent organisational skills and attention to detail
* Self-starter with real ‘can-do’ and pro-active attitude
* Energetic, resilient and resourceful team player
* Excellent interpersonal skills, working with a wide range of internal and external stakeholders
* Ability to fully engage with EngineeringUK values and be committed to achieving the organisation’s goals

**Desirable**

* Established contacts with national, engineering and technology trade and/or education media
* Experience of working on a science, technology, engineering and mathematics (STEM) campaign
* Experience of working on skills/education related issues

# Applying for this role

Please send a CV and statement (no longer than 2 sides) in support of your application explaining how you fulfil the key criteria for the role by email to HR@engineeringuk.com, quoting the job title in the subject of your email. ***Please also tell us where you saw the job advertised in your email as we are currently tracking our applications.***

The deadline for applications is before Midday on **9th August**

**Interviews**

Applications will be assessed against the requirements for the post as set out in the Role Profile and Person Specification.

EngineeringUK are working hard to be a disability confident employer. Please let us know if there are any reasonable adjustments we can make for you during this recruitment process and beyond.

We aim to notify candidates who have been shortlisted on **11th August** If you have not heard from us after this date, please assume that you have not been successful.

First interviews will be held **week commencing 15th August**

*EngineeringUK is an inclusive organisation; we welcome everyone with all skills, experiences, and backgrounds.*

 *Each applicant will be individually assed regardless of gender, sexual orientation, pregnancy or maternity, marital or civil partner status, gender reassignment, ethnicity, colour, or national origin, religion or belief, disability or age.*

*We are an equal opportunities employer and are open to flexible working, including job share.*

**Benefits / Perks**

* 28 days paid annual leave (plus bank holidays and 3 days at Christmas)
* Competitive pension
* Annual bonus
* Flexible working
* Employee Assistance Programme
* Life Assurance
* Discounted Gym Membership
* Permanent Health Insurance
* Access to office gym with employee discount
* Yearly flu jabs