Gleeson Recruitment group are proud to be supporting the West Midlands Growth Company in the recruitment of a Communications Executive.

We are seeking a proactive Communications Executive to join a welcoming and fast paced team within the West Midlands Growth Company. This role will be a truly exciting and fun opportunity for anyone with Communications/PR/journalism experience who is looking to continue their professional development.

**Job title:** Communications Executive

**Contract**: FTC – July 2021 – March 2023

**Salary –**Up to £26,000 annually

**Location:** Birmingham – some travel may be required if COVID regulations allow.

**The company:**

WMGC play a pivotal role in driving the West Midlands region forward. This is a unique opportunity to work for the region’s Investment and Tourism Promotion Agency, as it leverages the economic opportunities and global profile created by the Birmingham 2022 Commonwealth Games to attract investment and bring prosperity to the region.

**The role:**

The Communications and Marketing Executive will make the most of this time in the spotlight to secure print, broadcast and digital media coverage in target publications. Focused on travel, lifestyle, culture and business media in key markets, this role will make the most of key milestones to showcase the very best of Birmingham, the West Midlands and UK through owned, earned and shared channels.

The programme will target a diverse range of geographical markets across the Commonwealth (including the UK, Australia, Canada, India, Singapore and Malaysia).

**Key responsibilities**

* Supporting the senior comms manager to deliver a media programme that promotes the West Midlands and UK as business and tourism destinations to media across the Commonwealth, including the UK
* Manage a day-to-day press office function – which includes responding to journalist and influencer enquiries, developing and maintaining media relationships, sharing content, and hosting visits
* Maintaining the online media portal of key assets and content
* Supporting social media strategy for the programme, including content creation for social media
* Deputise for the senior comms manager as required, and support with developing best practice for communications around the programme
* Supporting the day-to-day management of key suppliers, including PR agencies, and procurement / budgeting
* Working with other teams to ensure information and learnings are shared, and combined programme objectives are met
* Operational delivery of activities within the media programme in line with the brand and agreed messaging, working closely with the Brand Manager
* Work with sponsors via the Sponsorship Team
* Support programme evaluation by analysing data, tracking outputs against KPIs, and ensuring activity supports the programme objectives

**Candidate criteria:**

* Professional qualification or relevant degree, or equivalent experience within a similar paced role
* Excellent communication / and media management skills
* Able to work in a fast-paced environment and manage multiple projects, self-motivated and deadline-driven – Essential
* Excellent written communication skills and able to proof read to a high standard
* Comfortable engaging with senior external stakeholders
* Experience of writing for business or tourism audiences
* Management of high-profile media activity
* Experience of owned, earned and shared campaigns
* Knowledge of the West Midlands / UK tourism and business offer

If you are interested in this role and would like a more in-depth job description, please apply to this advert.