

**Job Description**

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| **Job Title:** | PR & Communications Executive  |
| **Team:** | Marketing & Communications |
| **Classification:** | Executive  |
| **Reports to:** | PR & Communications Manager (Investment) |
| **Classification of Line Manager:** | Manager |
| **Number of Direct Reports:** | 0  |

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| **Job Purpose** |
| The Birmingham 2022 Commonwealth Games is a golden opportunity not just for the West Midlands but for the UK. With a third of the world’s population tuning in, this is a chance to show that post-EU Exit, the UK is open for business, supporting economic recovery from COVID-19 and providing a shop window for the UK’s economic engine. London 2012 and previous Commonwealth Games demonstrate the potential to drive tourism, trade and investment alongside the sport and culture. Funding has been secured to deliver a major programme to attract visitors, investors and events to the West Midlands and the UK, and grow export opportunities. This will be delivered in partnership at regional and national level, with funding secured in the Spring 2020 Budget and match funding from the West Midlands Combined Authority (WMCA). The programme is currently being developed – so an exciting time to join and help shape what will be delivered. As PR & Communications Executive, you will be at the heart of WMGC’s fast-paced Media and Communications team, focusing on promoting the West Midlands regionally, nationally and internationally as a leading destination to do business in and invest in. A core aspect of the job will involve working on the BATP Media Programme, creating perception changing stories on the region’s key sectors of strength, across the world. Key sectors include Tech & Creative, Professional & Financial Services, Advanced Manufacturing, Life Sciences and Low Carbon. |

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| **Our people and our offices** |
| West Midlands is an exciting, vibrant and diverse region and West Midlands Growth Company aims to reflect this in all that we do. Our objective is that our work, services and employment practices will promote a positive impression of the region, and we will take every step to minimise or eliminate outdated preconceptions and stereotypes. West Midlands Growth Company whole-heartedly supports the principle of equal opportunities in employment and opposes all forms of unlawful or unfair discrimination on the grounds of colour, race, nationality, ethnic or national origin, sex, disability, age, religious belief, sexual orientation or marital status. We believe that it is in the company's best interests and of all those who work in it to attract, retain and develop a diverse pool of talent. We therefore seek to ensure that the human resources, talents and skills available throughout the community are considered when employment opportunities arise. We believe it is essential to the company's success to enable employees of all backgrounds to reach their full potential by encouraging a working environment that is inclusive to all. To this end and within the framework of the law we are committed, wherever practicable, to achieving and maintaining a workforce which broadly reflects the local community in which we operate. This is a remote working opportunity until a date is agreed for the West Midlands Growth Company workforce to return to the usual place of work at the Colmore Building, Birmingham.Our priority is to keep all our employees safe and well during this time. We will be working remotely for the foreseeable future, and we are doing everything we can to ensure all our employees can enjoy a comfortable remote working space. |

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| **Main responsibilities and key activities** |
| * Work closely with the PR and Communications Manager to identify and implement relevant communication opportunities and topics that support awareness raising of the West Midlands’ key sectors.
* Draft B2B focused opinion-editorials, press releases, quotes, statements and speeches, aligning to WMGC’s investment opportunities.
* Support the management of both WMGC’s core press office and the BATP Media Programme by building relationships with a range of media across broadcast and print.
* Work closely with sector leads across the Business Attraction (investment) team to develop expert knowledge that will support the creation of sector focused propositions, messaging, content and events. Additionally, work closely with the Business Attraction team to support new and existing investors in the West Midlands.
* Build lasting relationships with WMGC’s key stakeholders, partners and investors in order to identify and implement opportunities to promote the region’s key sectors.
* Work closely with the sector marketing team to ensure consistency and effective delivery of sector communications across owned and shared channels.
* Support the PR Officer with WMGC corporate messaging and ensure accurate alignment with the investment narrative.
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| **Dimensions** |
| * Reporting to the PR & Communications Manager (Investment), as part of the central communications team, working closely with the corporate facing PR Officer, as well as the wider Business Attraction, sector-focused team.
* The role will span internal and external communications, media relations and PR agency management, stakeholder communications and evaluation and reporting.
* Key relationships externally include local authorities across the West Midlands, WMGC’s commercial partner network and regional investors.
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| **Key Skills and Competency Requirements** |
| **Area** | **Essential**  | **Desirable** |
| **Qualifications** | * Professional qualification or relevant degree, or equivalent experience
 | * Evidence of continuous professional development
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| **Skills and attributes** | * Ability to accurately compose strong communications materials to the highest editorial standards.
* Able to produce compelling content such as press releases and case studies to support sector focused campaigns
* Team player with strong collaboration skills and the ability to maintain strong relationships with key stakeholders.
* Ability to work in an agile way in a reactive environment
 | * Interest in continually and creatively developing external B2B communications
* Relationships with key B2B press
* Stakeholder relations at a regional level.
* Flexibility to work across a multi-faceted programme
* Proactive in ensuring work is delivered and targets met
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| **Knowledge and experience** | * Experience within a similar B2B role
* Understanding of delivering communications to promote sectors including Tech & Creative, Professional & Financial Services, Advanced Manufacturing, Life Sciences and Low Carbon
* Delivery of B2B communications for stakeholders and partner audiences
* Ability to work as part of an integrated team
 | * Knowledge of the West Midlands and its public/private sector landscape
* Experience of trade & investment communications
* Knowledge of using internal CRM systems
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| **Our values** |
| **Working together** | We take pride in our approach to working together in a diverse, open and inclusive environment. |
| **Creative thinker** | We are creative and innovative in the work that we do, in our delivery and our outputs. |
| **Trusted partners** | We are a trusted partner – we work together with clients and stakeholders for the benefit of the region. |
| **Proactive leader** | We are proactive leaders continually striving for excellence, passionate about unlocking potential for the West Midlands. |

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| **Prepared by:** |
| **Name** Rabia Raza | **Job title** Head of Media & Communications | **Date** November 2021 |