

## **JOB DESCRIPTION**

**Job Title:** Communications Executive  
**Report to:** Director of Government Relations and Business Development

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The Post Holder will lead communications and marketing activities across the organisation, supporting the CPA's messages and objectives through internal and external channels.

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### **Job Objectives**

- Develop operational and tactical elements of the CPA's marketing and communications strategy in support of key organisational priorities.
  - Deliver through a full range of PR, marketing and communications channels and platforms to internal and external stakeholders
  - Oversee media communications in the form of proactive and reactive press releases, statements, news articles and responses to media.
  - Manage the company website and the written content.
  - Assist in the delivery of marketing, communication and organisation of key events in the Association's calendar, including spring and autumn lunches, webinars and networking events.
  - Support committee meetings and related paperwork including drafting agenda and taking minutes.
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### **Key Priorities in Support of Job Objectives:**

#### **I. CPA's Marketing and Communications**

- With the Director, advise on and oversee the implementation of fully integrated communications strategies and solutions to support the CPA's strategic objectives
- Provide advice, guidance and support to colleagues on the most appropriate communications activities and strategies including analytics and data to support targeted marketing strategies.
- Provide high level project management and day-to-day support on campaigns and other relevant projects including crisis communications.
- Manage all related budgetary, planning and purchasing matters and ensure campaigns are cost effective. First signatory for all related contracts and invoices.
- Carry 'out of hours' duties during major incident or emergency situation, to resolve issues or where appropriate make note to follow up during working hours.
- Ensure CPA is following best practice in marketing and communications, implementing any improvements where necessary for both internal and external stakeholders.

## **2. Preparation and Distribution of Publications**

- Liaise with agencies to produce Association publications and marketing materials.
- Manage the CPA's corporate identity and provide advice on appropriate use of corporate style in all publications, ensuring a consistency of approach.
- Responsible for the distribution of printed and electronic materials to members and targeted groups as required.
- Working with the teams, draft and distribute press releases, articles and blogs to support CPA publications and projects.
- Working with the teams, draft and distribute social media content for CPA publications and projects.

## **3. Media Activity**

- Maintain the CPA's relationship with local, national and trade media to communicate the Association's key campaigns and strategic priorities.
- Draft and/or edit media releases, features, comment pieces, statements, quotes, interviews and speeches for use in print, broadcast and digital media.
- Identify opportunities for maximising messaging and achieving impact, and mitigate any risks effectively.
- Manage social media engagement and monitor activity; preparing regular reports to management.
- Monitor press and media activity; prepare regular reports to management.
- Oversight of all Association publications and media-related materials and posts.

## **4. Public Affairs**

- With the Director, develop the Association's campaigning themes and policy priorities.
- Support the Director to build strong working relationships with political leaders, policy makers and stakeholder organisations.

## **5. Manage Website**

- Ensure that the CPA's website provides effective information for members and external stakeholders, including creating and updating content and working closely with colleagues and external agencies to maintain the structure and design.
- Assist in maintaining member access and use of website.
- Ensure all the data held on the website complies with the Data Protection requirements.

## **6. Event and Committee Organisation**

- Manage the marketing, communications for key events, including the promotion of events via social media and press liaison.
- Support committee meetings, co-ordinating and liaising with committee members and preparing committee papers and minute taking for meetings.

## 7. General Support to CPA office and Membership and Events Executive

- Work with the rest of the team to ensure efficient running of the communications and external affairs.
- Provide support in other areas on CPA's activities, as appropriate in order to assist with the efficient operation of the business as a whole.
- Promptly answer incoming telephone quickly and effectively.
- Undertake general office administration and support with admin team, as well as meeting and greeting visitors to the office.
- In the absence of the Membership and Events Executive cover the general duties to ensure the smooth running of the operation.

### Key competencies

- Excellent verbal and written communication skills
- Intermediate level with relevant computer packages especially Microsoft Office
- Intermediate level with website management tools (Umbraco preferred but not essential)
- Intermediate level with "campaigning" and media analytics software (Mailchimp, Vuelio and Google Analytics preferred but not essential)
- Intermediate level with customer relationship management ("CRM") software (Salesforce preferred but not essential)
- Strong organisation and planning skills
- Attention to detail
- Able to take ownership of projects and work independently
- Ability to deal with people at all levels and within other sectors
- Good self-presentation
- Team player but able to work on own initiative
- Good time management and ability to deal with competing priorities
- Reliable
- Flexible/Adaptable
- Focused
- Approachable
- Assertive
- Diplomatic
- Professional manner via all forms of communication

*This job description does not represent a finite list of duties and you may be called upon to undertake further duties or additional duties not already mentioned but in accordance with your post. This job description does not represent a Contract of Employment and it will be subject to periodic review and may be amended to meet the changing needs of the organisation.*

**The CPA encourages applications from candidates from diverse backgrounds.**

Nov 2021