PART 1: JOB PROFILE

<table>
<thead>
<tr>
<th>JOB TITLE:</th>
<th>MEDIA RELATIONS MANAGER</th>
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<tbody>
<tr>
<td>JOB HOLDER:</td>
<td>VACANT</td>
</tr>
<tr>
<td>DATE UPDATED:</td>
<td>FEB 2022</td>
</tr>
<tr>
<td>REVISION (HR Office Use):</td>
<td>VERSION 1</td>
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</tbody>
</table>
PART 2: DUTIES & KEY RESPONSIBILITIES

5  DUTIES & KEY RESPONSIBILITIES

Press Office and Public Relations (60%)

Lead the press office function and PR campaigns in line with our corporate strategy and department strategies, with key responsibilities including:

- Writing media releases, comments, statements, advertorials and all other materials that help us tell our story
- Fostering media relationships worldwide and managing day-to-day liaison with key organisations and journalists
- Managing a proactive and responsive press function that utilises key members and staff to promote the work of the CIOB
- Keeping the business itself informed of what is happening in our external agenda through using our internal communication systems and at staff events and meetings
- Utilising the technology we have to run an efficient external communications function and make recommendations for improvement
- Managing our suppliers which will include our media monitoring and distribution services
- Working closely with CIOB ‘owned media’ to ensure our important news is featured in our titles.
- Providing media guidance and advice to the rest of the business and feedback industry news to relevant teams to build our market intelligence
- Maintaining and updating a database of media contacts and target the top influential journalists for our stories. Particularly in construction, built environment, management and education titles.
- Measuring and analysing our media coverage and engage the rest of the business with our impact
- Developing and implementing ideas for PR campaigns that are creative and support our objectives
- Acting as a brand guardian and ensuring our logo and associated branding is represented in line with our rules

Content (20%)

Creating content that supports not just the press and PR function but other business lines too, including:

- Briefing photographers and videographers
- Taking photos and short smartphone filmed content
- Writing blogs, speeches and presentations for a variety of organisational departments
- Providing written content for publications
- Developing design assets for communications
- Publish news and blogs to our websites using our CMS

Social Media (20%)

Support the Content and Communications team to publish content to our online social media channels and audiences, including:

- Posting news and features in CIOB social media
- Responding to PR related queries in social media
- Publishing event posts when appropriate
- Promoting CIOB news in external and owned media
Agency management

Work with approved agencies as appropriate.

General

Assist with general directorate activities as required.

This is not an exhaustive list of responsibilities involved in the role and the CIOB reserves the right to change the scope of job in line with the operational requirements.

BOTH THE EMPLOYEE AND MANAGER WILL ELECTRONICALLY SIGN THE JOB DESCRIPTION ON PEOPLE HR.