Role Profile

<table>
<thead>
<tr>
<th>Job title</th>
<th>Corporate PR Executive</th>
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<td>Reports to:</td>
<td>Corporate PR Manager</td>
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<tr>
<td>Grade</td>
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<tr>
<td>Location:</td>
<td>Sapphire Court, CV2 2TX</td>
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**Accountabilities**

- Support the Corporate PR Manager in planning, developing and implementing PR strategies;
- Liaise with colleagues and leadership team to proactively identify PR opportunities;
- Liaise with and answer enquiries from media, individuals and other stakeholders;
- Research, write and distribute press materials to targeted media;
- Monitor, collate and analyse media coverage and prepare reports for stakeholders where appropriate;
- Write and edit reactive statements, case studies, articles and blog posts;
- Devise and coordinate photo opportunities;
- Organise events including press conferences, open days and press tours;
- Maintain and update information onmckesson.uk;
- Manage and update information and engage with users on social media sites such as Twitter and LinkedIn, creating content plans and scheduling all content via Hootsuite;
- Monitor social media content and engagement and using learnings to inform future content planning and scheduling
- Liaise with charity partners and internal stakeholders to maximise our relationship and promote fundraising activity
- Provide administrative support to the Corporate PR Manager to ensure smooth delivery of internal processes and procedures e.g. raising purchase orders
- Deputise for the Corporate PR Manager and support the wider communications team when required

**Experience and Qualifications**

**Excellent writing skills**

- Experience using social media for business
- Experience in a communications role
- An understanding of how to communicate with, and influence, different audiences
- Articulate, logical thinker with an engaging approach to working with people
- Focused on delivering results and driving achievement
- An interest in current affairs
- Ability to manage tight deadlines and prioritise effectively
- Comfortable juggling more than one project at a time
- Quick worker with a fail fast mentality

**Behaviours**

Role models our ICARE values by demonstrating: Integrity, Customer-First, Accountability, Respect and Excellence
Role Scope

Responsible for:
People:
No direct people reports

Financials:
(eg. Scope of budgets and income generation/ from to EBIT contribution)

Key stakeholders:

This role profile is a written statement of the essential characteristics of the job, with its principal accountabilities, skills, knowledge and experience required. This is not intended to be a complete detailed account of all aspects of the duties involved.