

## Job Specification

**Department:** Marketing

**Job title:** Communications and PR Executive

**Reporting to:** Marketing and Communications Manager

**Hours:** Full-time (35 hours per week with occasional evenings and weekends)

**Location:** London (some UK / overseas travel may be required)

**Job purpose:** To provide consistent, high-quality and relevant communication materials for all stakeholders and to raise external awareness of CI Arb's activities

Function	Areas of responsibility	Objective
Brand and corporate communications	Brand management	To ensure the CI Arb brand is consistently portrayed
	Key messages	To maintain sets of key messages for different segments
	Website	To update the website for accuracy, style and readability
	Intranet	To lead the development of internal communication
Marketing communications	Copywriting and collateral production	To write compelling copy for a variety of media, including website news, copy for adverts, flyers, emails, brochures and newsletters. Lead on development of social media – Linked-in, Twitter & Facebook
	CI Arb members' publications	Editorial co-ordination and production of magazine, newsletters, bulletins, news alerts, letters and reports
Public relations	Media relations	To provide press office services to the media and internal stakeholders
	Public relations	To write the PR plan, devise and implement PR activity and campaigns to promote the Institute and its activities.  To set up and lead the PR Sub-Committee
	External affairs	To form close links with target publications
		To develop relationships with key stakeholder groups
Communications support	Coaching	Training of CI Arb spokespeople / branch PROs
Marketing support		To provide input and support to marketing campaigns and projects where required

<b>Skills:</b>
Analytical
Organisational and time-management
Excellent standard of written English
Excellent editing and proof-reading skills
Effective communication skills both oral and written
<b>Experience preferred:</b>
Knowledge of ADR and the legal environment
Good press contacts in the legal and ADR community