

**CIM**

Human Resource Management

Job Description

Job Title:	External Affairs Manager
Department:	Marketing
Reports to:	Head of External Affairs and Content
Purpose or aim:	Ensure that key opinion formers and decision takers, as well as customers, potential customers and other stakeholder groups are aware of and trust the value of CIM, its activities and products.
Description (Duties):	<p>Working as part of the external affairs and content production team within CIM's marketing directorate, the post holder will be responsible for the following areas of work.</p> <ol style="list-style-type: none">1. Manage CIM's Public and Media Relations activity to ensure CIM, our activities and products receive a consistent level of positive media coverage in support of our strategic commercial objectives. To achieve this, work closely with marketing, social media and content colleagues and manage the work of CIM's Public Relations agency partner to:<ul style="list-style-type: none">• Develop and deliver a media relations strategy, seeking high-level placements in print, broadcast and online media• Plan and coordinate the delivery of public relations activities, including oversight of the localised PR activities of CIM's regional membership groups• Manage media inquiries and interview requests• Engage audiences across traditional and social media• Leverage existing media relationships and create and cultivate new ones• Review/edit and occasionally create content for press releases, byline articles etc.2. Work closely with the Head of External Affairs and CIM's Public Affairs agency partner to manage and support CIM's public affairs activity – particularly engaging parliamentarians and government decision makers via meetings and events, responding to government consultations and parliamentary select committee. inquiries etc.3. To support and help drive the above activity:<ul style="list-style-type: none">• manage the production and maintenance, of CIM's 12-month forward plan of topic themes/industry trends which drives CIM's content, thought leadership, events, webinar and proactive PR/PA activity. Establish a 'Delphi Group' of key stakeholder experts to input.• Support the Head of External Affairs in work on CIM's policy and voice – key lines to take on key corporate and marketing issues, proactive and reactive• Build and maintain relationships with thought leaders and



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	<p>other influential stakeholders to grow industry awareness and input to CIM's activity</p> <ul style="list-style-type: none">• Work with colleagues to ensure CIM staff are informed and up to date with CIM's activities, policies and external voice
Direct Reports:	None
Resource Accountability:	N/A
Any Special Conditions:	No
Person Specification:	<p>Required:</p> <ul style="list-style-type: none">• Proven experience in public relations• Proven ability to establish good media relations and build and maintain stakeholder network• Good writing and editing skills• Interest in current affairs and politics <p>Desirable:</p> <ul style="list-style-type: none">• Experience in public affairs• Experience of managing a PR agency partner• Membership of CIM, CIPR or PRCA