



Age Ratings You Trust

British Board of Film Classification 3 Soho Square London W1D 3HD t:020 7440 1570 f:020 7287 0141 <http://www.bbfc.co.uk>

## PERSON SPECIFICATION

### Senior Communications Manager

#### CAPABILITIES

- Outstanding copywriting skills
- Highly effective communication and presentation skills, both written and verbal in English
- Strategic yet grounded – a leader and a do'er
- A true team player – a person who works well with others and is viewed as a collaborative, valuable and important contributor
- Solid understanding of how people go through a change and the change process
- Strong interpersonal skills – a confident, outgoing person who enjoys developing and leveraging their existing professional network
- Ability to clearly articulate messages to a variety of audiences
- Ability to establish and maintain strong relationships
- Ability to influence others and move toward a common vision or goal
- Forward looking with a holistic approach
- Organised with a natural inclination for planning strategy and tactics
- Strong digital communications skills and a solid understanding of the digital space
- Excellent project and time management skills with ability to prioritise and manage conflicting demands
- A strong and established network of media and journalist contacts
- High attention to detail

#### EXPERIENCE

- 6-7 years of experience in Communications/PR, with a track record of linking activity to brand positioning
- Broad experience covering Consumer, Corporate and Internal Communications
- Proven track record of developing innovative, integrated campaigns across owned and earned media channels
- Line management experience
- Solid experience of managing social media channels, and keen interest in the latest social media trends and developments
- Thorough understanding and demonstrable application of the internal and external communications mix including brand management, PR/public relations, internal communications

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