



Black Country  
Chamber of  
Commerce

## **PRESS & PR OFFICER**

## **JOB DESCRIPTION & PERSON SPECIFICATION**

Last Updated December 2023

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# 1. ABOUT THE BLACK COUNTRY CHAMBER OF COMMERCE

## **BUSINESS IS DONE BETTER TOGETHER**

The Black Country Chamber of Commerce is the successor organisation to a legacy spanning three centuries. It remains the leading business support organisation for firms operating across, based within, or seeking to do business in Dudley, Sandwell, Walsall and Wolverhampton. Our services and products make the process of doing business easier and helps members to overcome barriers limiting growth. Simply put, we are a powerful fellowship and the active champion for the business community.

Our ambition is to be one of the best Chambers of Commerce in the UK.

This is a dynamic and exciting time for us following an intensive period of modernisation and restructure to become a contemporary and forward-looking organisation. At a time when our members are doing business in a radically different trading environment following the UK's exit from the EU, the worst economic downturn on record and the lingering shadow of COVID-19, our support to members can be a lifeline.

We are passionate about working with individuals and companies who want to shine a spotlight on the region and join us in putting the Black Country on the map.

This is an inspiring place to do business and we have gained a reputation for delivering engaging and compelling campaigns and events which excite, inform, and develop our members.

## 2. ABOUT THE ROLE

We are looking for someone really exceptional.

An enthusiastic, flexible and organised individual to support our communications and engagement, growing our reach locally, regionally, nationally and globally. You will lead on the development of our internal and external communications via all platforms and media. We are looking for someone with a creative eye, good interpersonal skills, excellent attention to detail who can communicate effectively as this is an opportunity to connect with people to celebrate the best of the region.

This is a great opportunity for someone who wants to develop and grow their communications skills in a dynamic organisation. You will be a confident communicator able to create tailored compelling content and campaigns.

You'll take the lead in creating content for our Prosper Business Magazine, along with our regular newsletters and website pages, demonstrating your excellent design and written communication skills, with the ability to adapt your tone and voice to engage specific audiences, whilst remaining true to the Chamber's messaging and brand. We will provide you with the opportunities to be involved in an array of exciting events and campaigns.

The Black Country Chamber of Commerce is a dynamic and influential organisation dedicated to promoting economic growth and prosperity for its business members in the Black Country region. With a rich history of supporting businesses, we provide a wide range of services, and networking opportunities to help our members thrive.

The Press & PR Officer will play a pivotal role in enhancing our organisation's public image and communication strategies.

Our ambition is to substantially grow the impact of our Chamber. We have aspiring plans to become a modern Chamber, so the development of our brand is vital to represent our vision and as Press & PR Officer you are responsible for developing brand awareness and consistency across all platforms.

The focus will be to develop effective public relations and communication strategies to promote the Black Country Chamber of Commerce's initiatives, events, and key messages. This role will require a proactive, creative, and strategic approach to managing our public image and engaging with various stakeholders, including members and media outlets along with enhancing the Chamber's visibility and influence.

### 3. RELATIONSHIPS

The Press & PR Officer is responsible for delivering our Press, PR and communications activities that support and promote our Strategic Plan along with aligning with our vision and values.

We have outlined a summary of some of these key relationships and stakeholders:

**Black Country Chamber of Commerce Teams**

Senior Management Team, Marketing, Membership, Policy and Comms, Finance

**Black Country Chamber of Commerce Membership**

To engage with members to promote all things Chamber related

**Wider Business Community**

To engage the wider business community to promote all things Chamber related

**Sponsors and Business Partners**

Ensuring we provide the best possible return on their investment.

## 4. MAIN DUTIES AND RESPONSIBILITIES

### 1. Media Relations:

- Cultivate and maintain relationships with local and regional media outlets.
- Draft press releases, articles, and statements to proactively share news and information about the Chamber throughout the year. Highlighting the Chamber representative view of local businesses.
- Ensure all content is in line with KPIs and overall Chamber objectives.
- Respond to media inquiries promptly and facilitate interviews with Chamber representatives.

### 2. Public Relations:

- Develop and implement public relations plans and campaigns to promote chamber events, programs, and initiatives.

### 3. External Communications:

- Create compelling content for the Chamber's website, social media channels, newsletters, and other communication platforms, including our quarterly member magazine, Prosper. Production of thought leadership content for online documents (including blog content).
- Produce engaging and informative materials, including brochures, reports, and presentations.
- Manage the Chamber's presence at external events and conferences.

### 4. Measurement and Reporting:

- Track and analyse the effectiveness of communication strategies through key performance indicators (KPIs) and metrics.
- Report on content success through all channels leading to intelligence for future creation. Focus on content that is of high quality and supports businesses.
- Utilisation of the CRM system to make sure activity and interests can be tracked. Management of external contracts to deliver objectives.

### 5. Key objectives/targets:

- Develop a content strategy that aligns with the Chamber's goals and member interests.
- Create high-quality, informative, and engaging content, including articles, blog posts, videos and infographics on a regular basis.
- Implement strategies to increase the engagement and usage of Chamber-produced content by businesses, members and the media.

- Secure media coverage for the Chamber and its members in local and national media.
- Maintain an up-to-date database of business leaders within the Chamber who can provide expert commentary on key industry and economic issues.
- Encourage Chamber members to actively participate in media opportunities and provide insights on relevant topics.
- Establish and track KPIs related to content engagement, media visibility, and membership utilisation.
- Collaborate with sales and marketing teams to capitalise on revenue-generating opportunities.

## 5. PERSON SPECIFICATION

A person's suitability for the role and how they meet the below criteria will be assessed during the application, interview, and any assessment stages.

This role offers a unique opportunity to shape the public image and outreach efforts of the Chamber of Commerce, making a significant impact on the business community in the UK.

### Job Requirements:

- Travel as required for the role
- Full driving license and access to a car with business insurance cover
- Right to work in the UK.

AREA	ESSENTIAL	DESIRABLE
<b>EXPERIENCE</b>		
Bachelor's degree in communications, public relations, journalism, or a related field or QBE	✓	
An excellent communicator with demonstrable ability to develop communications that resonate with different target audiences	✓	
Proven experience in public relations, media relations or communications	✓	
Demonstrable experience of leading organisational communications to achieve impact	✓	
Excellent writing, editing, and communication skills with a focus on attention to detail	✓	
Experience of managing & coordinating multiple programmes of activity simultaneously identifying interdependencies and conflicts in order to streamline activity for Members et al	✓	
Proficiency in social media management and digital communication tools	✓	
Creative thinking and a proactive approach to problem-solving	✓	
Working with a multitude of internal and external stakeholders at all levels	✓	



External representation, delivering presentations and managing stakeholders	✓	
Experience of chairing meetings		✓
<b>KNOWLEDGE &amp; SKILLS</b>		
Broad understanding of the business community in the West Midlands and current issues affecting it	✓	
Strong leadership skills, ability to motivate colleagues and bring people together from the wider team and ambassadors of the Chamber	✓	
Strong communication and organisational skills	✓	
A good understanding of commercial drivers, opportunities and management		✓
Ability to manage budgets and the adaptability to ensure margins are achieved, whilst dealing with unexpected occurrences	✓	
<b>OTHER</b>		
Demonstrate a commitment to the Chamber and its strategic objectives	✓	
Personal gravitas to work with stakeholders and represent the Chamber	✓	
Exhibit strong inter-personal and relationship building abilities	✓	
Proven ability to work independently with focus, determination and resilience	✓	
Demonstrate tact and diplomacy, with the ability to listen and engage effectively	✓	
Strong networking capabilities	✓	
Ability to foster and promote a collaborative team	✓	
Ability to commit time to conduct the role well, including travel and attending meetings out of office hours	✓	
Enthusiasm and Energy!	✓	

The above list is indicative only and not exhaustive.

## 6. GENERAL INFORMATION

### WORKING & DELIVERY

The Chamber has implemented a hybrid working approach which currently includes a minimum of two full days at the Chamber's office.

The postholder should be available to attend meetings at the Black Country Chamber of Commerce's Head Office alongside other events and activities across the region as deemed relevant and necessary.

Our standard hours of work are 35 hours per week, Monday to Friday. Given the nature of the role and a varied events calendar, flexibility in response to business requirements will be expected - networking requirements, travel etc.

### REPORTING

This role reports to the Head of Marketing & Communications.

The role has no direct reports at present.

### SALARY

The band for this salary is Band D

### CONTRACT LENGTH

Permanent.

### PENSION & BENEFITS

Company Pension Scheme is 6% contribution based on an employee contribution of 2% (subject to government changes).

Death in Service Insurance, 3 x gross salary.

The Chamber is part of an Employee Healthcare Scheme.

## HOLIDAY ENTITLEMENT

The holiday entitlement is 25 days plus public holidays, and our holiday year runs from 1<sup>st</sup> January to 31<sup>st</sup> December. The postholder is entitled to a further full paid day of leave on their birthday (to be taken on their birthday or the next full working day).

Upon a full 12 months of service, employees also benefit from the following:

The Chamber traditionally closes for a number of days over the Christmas period which are in addition to your contracted holiday entitlement. This is at the CEO's discretion and employees who have not completed 12 months service may be required to save a number of days from their entitlement to cover this period.