

The Great North Air Ambulance Service

Person Specification



Job title: PR & Media Officer

Department: PR & Media

	Essential	Desirable
Qualification/Education/ Training	<p>Has a good standard of Education including GSCE Grade C or above in English</p> <p>Must have a full current driving licence</p>	Degree qualified or holds a journalism qualification
Experience	Experience in journalism or a related role.	Experience in writing about health or scientific subjects.
Skills/Knowledge	<p>A high standard of written and spoken English.</p> <p>Demonstrable skills in writing for different audiences, including for websites and social media.</p> <p>Ability to work on own initiative.</p> <p>Able to organise time, plan and meet deadlines.</p>	<p>Photography skills</p> <p>Substantial body of published written work.</p> <p>Able to deliver multi-media content</p> <p>Has a network of contacts within the local media.</p>
Personal Qualities/ Communication	<p>Strong interpersonal skills are a must.</p> <p>Ability to develop effective internal and external working relationships.</p> <p>Able to work as an effective team member.</p> <p>Not afraid to ask challenging questions, but respectful in sensitive situations.</p> <p>Must be confident in sourcing stories and pitching them to internal and external audiences.</p> <p>Able to communicate effectively with members of the public.</p>	

