

Media and External Relations Manager Excellence Profile

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| Team work  | * Builds and maintains a great rapport with colleagues.
* Demonstrates a ‘can do/will do’ attitude and a willingness to roll up sleeves and get involved in anything that needs doing.
* Understands the challenges and benefits of working in a small team and enjoys doing so.
* Shares knowledge, information and ideas to support working as a team.
* Is enthusiastic about the role and energises those around them.
* Has the confidence to ask others for support and looks for ways to support them.
* Takes time to celebrate after working hard to achieve goals.
* Balances the urgent and important and enjoys working flexibly.
* Thrives in a dynamic and rapidly changing environment, embracing change.
* Brings a sense of fun to the office.
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| Relationship management | * Builds positive relationships, on the phone and in person, with our networks to enhance our reputation with stakeholders across Scotland.
* Develops effective working relationships between QNIS, key media and communications contacts and external contractors.
* Builds trust through delivering on actions agreed and exceeding the expectations of others.
* Able to lead and take part in discussions within both formal and informal settings.
* Works alongside our stakeholders to provide jointly branded output.
* Engages positively with new Queen’s Nurses, QNIS prize winners and others to develop news and web content so they feel proud to have been profiled.
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| Outputs and productivity | * Prioritises work, sifting the important and the urgent and constantly looking at ways to do things more effectively.
* Maintains and develops the QNIS website as a highly engaging resource for nurses, stakeholders and the public, increasing traffic to it year on year.
* Tells great stories which profile Scotland’s community nurses, suitable for a range of media, which enhance the reputation of QNIS and community nursing.
* Keeps an eye on latest updates in healthcare across media and politics and summarises it accessibly for the QNIS website and twitter.
* Brings a great blend of creativity, innovation and attention to detail to all aspects of work.
* Demonstrates agility between formats and audiences.
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| Technical know how | * Has content management skills to keep webpages up to date, changing regularly and highly engaging.
* Understands the nuances of Scottish politics and media and sensitivities across the UK.
* Recognises the commonalities and differences across the range of nursing roles within Scotland’s communities.
* Writes compelling news items, profiles and blogs for internal and external use.
* Is able to extract relevant points from extensive documents, and provide succinct summary.
* Presents information convincingly.
* Is able to deliver messages with impact using a range of digital and traditional media.
* Uses social media to promote a brand and provide updates building numbers of followers.
* Skilled in editing digital images for use across media.
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QNIS 2020