

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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