



SUDELEY CASTLE  
& GARDENS

**PERSON SPECIFICATION**

**Position: PR & Communications Executive**

**Education**

- Educated to “A” level or equivalent.
- Other relevant marketing qualifications (e.g. CIPR) or certificates to support application would be desirable.

**Experience**

- A strong track record of planning and delivering successful and creative press campaigns which generate a breadth of coverage and maximise profile.
- Experience of working in a PR/Communications role within a tourism/leisure/heritage context.
- Established local and national press contacts is desirable.
- Experience in measuring and evaluating press coverage.
- Experience of writing copy for marketing collateral.
- Crisis communications/PR training experience is desirable.

**Skills**

- Exceptional interpersonal and communication skills, both written and verbal, with an instinct for a good story.
- Excellent people skills – confidence and professionalism in communicating with journalists and other stakeholders.
- Creative flair and a good eye for detail with strong copywriting skills.
- Good organisation and time management skills.
- Self-starter – able to quickly and confidently establish credibility, and to stay calm under pressure.

**Knowledge**

- Excellent and confident working knowledge of MS Office & Excel.
- Demonstrable knowledge of the principles & techniques of marketing and how different channels can be used individually and together to deliver objectives, working alongside PR activities.
- Understanding of relevant legislation, including data protection.
- Good understanding of Health & Safety requirements.

**Aptitude**

The candidate will need to be able to prioritise workload; be adaptable; flexible; creative; target driven and be able to contribute positively and collaboratively to the wider team at Sudeley.