

ONE REN

POST TITLE:	Communications Executive	POST ID:	
DEPARTMENT:	Marketing and Communications	GRADE:	4
SECTION:	Business Development	LOCATION:	Home and office based
REPORTING TO:	Brand & Communications Manager		
LINE MANAGEMENT OF:	N/A		

JOB PURPOSE

The Communications Executive at OneRen plays a vital role in supporting the daily execution of the organisation's public relations, media relations, marketing and internal communications activities. The postholder is tasked with ensuring the consistent development, distribution, and monitoring of all communications across OneRen's diverse channels. This position is essential for maintaining the organisation's public image, proactively promoting its mission and activities, and fostering a strong, informed culture through effective internal communication.

The Communications Executive is the central point of support for a range of critical marketing and communication functions. This includes the drafting of compelling press releases and media alerts, preparing responses to routine media inquiries, and actively managing media lists. Furthermore, the postholder will be responsible for creating and editing engaging content for the organisation's social media, website, internal newsletter, and other platforms. A key responsibility is also to assist in the compilation and analysis of communications data, providing valuable insights on the performance of public relations and social media efforts to inform future strategy.

This role is a dynamic support function that ensures all messaging is consistent, aligned with OneRen's strategic goals and values, and effectively reaches both external audiences and internal teams. The Communications Executive is a key link between the Brand & Communications Manager, the wider marketing and communications team, internal colleagues, and the public, contributing directly to the organisation's reputation and success.

KEY DUTIES & RESPONSIBILITIES

1. Support the Brand & Communications Manager with day-to-day PR and media relations tasks, including drafting press releases, media alerts, and responses to routine enquiries.
2. Work as part of the wider marketing team, supporting the team with day-to-day marketing tasks.

3. Assist with the maintenance of media lists and press kits.
4. Support the development and distribution of internal and external communications materials.
5. Draft and schedule marketing and communications content for OneRen's social media platforms, ensuring all posts align with brand guidelines and messaging.
6. Play a central role within the employee forum, garnering employee feedback on the quality, quantity, and understanding of internal communications.
7. Monitor media coverage and prepare reports on PR performance.
8. Monitor social media channels for engagement and comments, assisting with community management and identifying potential opportunities or issues.
9. Assist with content proofreading and editing for various communications channels.
10. Contribute to the creation of engaging written content for various platforms, including blog posts, news articles for the website, and internal newsletter features.
11. Support with event communications and media presence.
12. Liaise with the Digital Marketing Executives to ensure consistent messaging across all platforms.
13. Proactively seek out and identify opportunities for positive media coverage and public engagement.
14. Collaborate with colleagues across the organisation to gather information and create compelling narratives for both internal and external audiences.
15. Manage and update sections of the OneRen website and intranet with relevant and timely communications content.
16. Compile data on the performance of marketing and communications materials, including website traffic, social media engagement, and media coverage value, supporting the Brand & Communications Manager with preparing and presenting regular performance reports.
17. Promote the health and safety of employees at work and of service users through the implementation of the company's policy on health, safety and welfare at work and Service Health and Safety arrangements in accordance with all relevant statutory requirements, leading by example.
18. Ensure that all activities for which the post holder is responsible are delivered in accordance with the OneRen's Equality and Diversity Policies and the statutory and general and specific Equality Duties.
19. Participate at Team meetings as scheduled in accordance with the remit and status of the post.

20. Ensure that the OneRen's Customer Service Standards are followed in all dealings with those served.

21. Uphold the organisational values of Integrity, Excellence, Creativity and Fairness.

- Integrity – We value honesty and high ethical standards in how we work within and out with our organisation: we are passionate in our determination to always do the right thing.
- Creativity – We are innovative and flexible in responding to local needs; in meeting challenges, we are creative thinkers, with a consistent focus on outcomes.
- Fairness – We focus on inclusion to ensure we deliver for everyone across our community; we are caring and kind to each other and in the way we support the community.
- Excellence – We will work collaboratively in pursuit of our community's shared goals; in everything we do, we aim to deliver a quality experience and actively champion high standards.

22. Carrying out such other duties as may be required from time to time.

PERSON SPECIFICATION

Factors	Essential	Desirable	Method of Assessment
EDUCATION	• An HND/HNC/SCQF or equivalent qualification in Communications, Public Relations, Marketing, Journalism, or a related field, or equivalent professional experience.		Qualification
RELEVANT EXPERIENCE	• Proven experience in a communications, PR, or marketing support role.	• Experience with media monitoring tools and reporting. • Experience in supporting event communications and media relations. • Experience in supporting a marketing team with day-to-day communications tasks	Application, Interview
SPECIAL KNOWLEDGE & SKILLS	• Ability to draft clear and concise press releases, media alerts, and internal communications.	• Familiarity with content management systems. • Understanding of social media	Application, Interview

	• Practical experience in managing content on a Content Management System (CMS), such as WordPress or SharePoint. • Basic understanding of communications metrics and a demonstrated ability to gather and report on data (e.g., media coverage outcomes, social media engagement).	platforms and their role in communications.	
PERSONAL FEATURES/ QUALITIES	• Excellent written and verbal communication skills, with a keen eye for detail and accuracy. • Strong organisational skills with the ability to manage multiple tasks and deadlines effectively. • Ability to work collaboratively within a team environment. • A proactive approach and willingness to take initiative. • Ability to adapt to changing priorities and work effectively under pressure to meet tight deadlines. • Strong interpersonal skills with the ability to build and maintain effective working relationships with colleagues at all levels and external partners.		Application, Interview
MANAGEMENT COMPETENCES			
OTHER			

Approved by:	Gordon Morrison	Date:	17 th November 2025
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