The Institution of Engineering and Technology

Creating a world of better opportunities

Senior Communications and PR Executive

Hybrid - Stevenage

Permanent

Grade 8

Full time - 35 Hours per week

Reports to: External Communications & PR Lead

Where the role fits

Marketing & Communications team – Engagement & Growth

Purpose of the role

As our Senior Communications and PR Executive, you will be a highly visible member of our dynamic and fast-paced Corporate Communications team. You will play a key role in managing and enhancing the reputation of one of the world's largest professional engineering and technology organisations through impactful media relations and external communications, connecting with audiences including journalists, members, colleagues, volunteers and wider society.

As a well-rounded communications professional, you'll be a natural collaborator with creative flair who can bridge our external and internal communications work – often being called on to support our leadership communications, colleague engagement activity and organisation-wide communications initiatives.

Your role will help align external and internal communications - two strategically important areas for the IET - through engaging and targeted campaigns, news and thought leadership, via a mix of traditional and digital channels. You will unify our voice for our stakeholders and colleagues, including our 156,000 international members, on key engineering and technology topics that matter.

Internally, our culture is key, and we play a big part in ensuring our colleagues feel a part of our purpose to engineer a better world, are empowered to deliver our mission and work as part of a team that feels informed, engaged and valued.

Our five behaviours

Created by our people – for our people; our behaviours underpin much of what we do and reinforce the type of organisation we want to be. They're an integral part of how our performance is managed and how we recognise great work, and map across our learning and development offering too.

You will seek to bring our behaviours to life in all that you do:

- **Include everyone**
- **Do your very best**
- **Take full ownership**
- **Work well with others**
- **Openly communicate**

Main duties and responsibilities (not necessarily in priority order)

- **Press office:** With an eye for engaging engineering and technology news stories – develop, pitch and write stories and features of interest. Confidently liaise directly with journalists and develop mutually beneficial relationships, manage media enquiries to tight deadlines and land our key messages. Execute the full PR mix, including: photo calls, press events, influencer and talent management, briefings, and media packs.
- **Campaign execution:** Design and implement impactful internal and external communication campaigns, events, and engagement opportunities to support the IET's strategy and programmes.
- **Content creation**: Research, develop and deliver a range of written content which is on-brand and in our tone of voice, devising proactive and reactive ways of raising the profile of the IET via a mix of traditional and digital channels, including our membership magazines Member News.
- **Horizon scanning and social listening:** Keep abreast of current affairs on engineering and technology topics, ensuring the IET gets its messages across in daily news coverage. Deliver a calendar of engagement opportunities, involving colleagues in decision-making processes and having a positive impact on our values, behaviours and delivery of our strategy. Create and pursue social media opportunities for promoting the IET's activities, while protecting and enhancing our reputation.
- **Speech writing:** Pen inspirational speeches and presentations for the Chief Executive, President and other senior representatives to tight timescales.
- **Engage and empower our people:** Confident in dealing directly with senior external and internal stakeholders, including our people managers, ensuring they are effectively communicated to, and advised

on the tools and resources to ensure they are confident and supported in communicating with others. Produce key message documents and brief our internal and volunteer experts ahead of media interviews and external and internal engagement opportunities.
- **Channel ownership:** Be one of our IET's intranet champions – understand how to build, develop and advise colleagues on effective use of our internal communications channels to ensure we maintain high levels of colleague engagement.
- **Performance monitoring:** Track stats across internal and external communications to consistently improve our communication efforts and measure against objectives, ensuring we remain one of the most influential and impactful voices in the sector.
- Any other duties as are reasonable as per the skill and experience of the post-holder.

The following generic responsibilities would also apply to the role. Specific responsibilities will vary depending on the department and level of seniority.

- **Apply specialist knowledge and skills:** You'll leverage your in-depth knowledge and expertise in a specific field to deliver essential tasks and services that contribute to the smooth running of the IET.
- **Perform specialist tasks accurately:** You'll independently execute a diverse range of specialist tasks under general supervision, ensuring accuracy, efficiency, and adherence to established procedures.
- **Contribute to continuous improvement:** You'll actively participate in the ongoing development and improvement of the IET by applying your specialist knowledge and suggesting innovative solutions.
- **Collaborate effectively:** You'll work closely with colleagues from various departments, fostering a collaborative and inclusive environment where open communication leads to achieving shared goals.
- **Provide valuable expertise:** You'll act as a resource within your area of specialism, sharing your knowledge and expertise to support your team and contribute significantly to the overall success of the IET.
- **Develop and motivate teams:** For manager roles, you'll be responsible for coaching, motivating, and facilitating the learning and development your team to achieve their full potential, fostering a positive and inclusive work environment.

Skills and experience required

- **Communications and journalism experience:** Experience in supporting or delivering communications campaigns ideally across internal and/or external channels to a range of audiences.
- **Stakeholder management:** Confident in liaising with, briefing and advising a range of external and internal stakeholders, including senior leaders.
- **Analytical skills:** Ability to interpret communications performance data and provide insights for improvement.
- **Detail-orientation:** Excellent attention to detail, copywriting and proofreading skills.
- **Familiarity with communication tools:** Knowledge of key communications tools and platforms, such as media coverage and distribution databases or social media management tools.
- **Strong communication skills:** Excellent written and verbal communication skills, with the ability to adapt writing style for multiple communications channels and content types.
- **Project management:** Good organisational skills, with the ability to manage multiple tasks, timelines and priorities simultaneously.
- **Flexibility:** Able to adapt to various requests and tasks across both teams, with a creative and independent approach to work.
- **Proactive and eager to learn:** A proactive attitude towards learning new communications skills and staying up-to-date with trends and best practices.
- **Team collaboration:** Comfortable working in a team environment, deputising for managers where needed, supporting colleagues and contributing to shared goals.

The following generic skills and experiences would also apply to the role. Specific requirements may vary depending on the department and level of seniority.

- **Lifelong learning:** You'll demonstrate a willingness and flexible approach to learning and adapting to new tasks and responsibilities, staying current with industry trends and developments.
- **Leadership and motivation:** Where required, experience in a role is demonstrating strong leadership, motivational abilities, and the ability to delegate effectively.
- **Teamwork and independent work:** You'll be a strong team player with the ability to work independently and take initiative when required.

- **Effective communication:** You'll possess excellent written and verbal communication skills, ensuring clear and concise communication with colleagues and stakeholders.
- **Organisation and time management:** You'll demonstrate strong organisational and time management skills, effectively prioritising tasks and meeting deadlines consistently.
- **Positive and collaborative work environment:** You'll be passionate about creating a positive and inclusive work environment, fostering collaboration, and contributing to a supportive team atmosphere.
- **Proficiency in IT tools:** You'll be proficient in Microsoft Office applications and demonstrate a willingness to learn and use any applicable support systems, including CRMs and databases.

Document control

Authorised by	*Job Title*	*Date*
Head of Department / Team	*ST Head of Marketing and Communications*	*November 2026*
Strategic People Partner	*GB, TARM*	*November 2026*

This job description is not intended to include specific tasks, temporary activities or projects but aims to describe the overall purpose and outputs for the role and may be subject to change. Using this role profile, specific success objectives will be part of the ongoing performance conversations with your manager throughout the year.

It's the expectation that you will understand and keep up-to-date with all IET mandatory policies and appropriate training, including data protection and data handing, as well as current Health and Safety policies.