

Entry requirements, skills and interests (communications and corporate affairs management)

Requirements will vary depending on the post. You're likely to need professional qualifications for more senior managerial posts.



Entry requirements

Entry requirements will vary depending upon the post, although specialist communications or marketing experience will usually be essential. Some staff may enter this role with a background in journalism.

There are opportunities to work in support roles within communications and public relations. [1]

Some trusts may offer the chance to train through an apprenticeship [2] in marketing and communications.

Advertisements for more senior roles may specify the need for a professional qualification (eg in public relations or marketing), or a certain number of years of PR/communications experience.

Find out more about the training you'll receive for a career in communications and corporate affairs management [3]

- **Skills, qualities and interests needed**

The skills and qualifications needed vary according to the type of post. However, typically, the following skills would be necessary for a manager in a communications-related role:

- resilience and common sense
- ability to work equally well both on your own and within a team
- ability to write, speak and brief others clearly
- ability to assess and select appropriate communications routes for different messages and audiences
- ability to remain calm under pressure
- ability to recognise sensitive situations and act appropriately
- negotiating and influencing skills
- ability to work well with others at all levels both within and outside your organisation
- ability to gain the trust and respect of senior colleagues
- ability to provide creative input to projects (such as exhibitions or design/print projects)
- ability to think strategically.

If you're applying for a role either directly in the NHS or in an organisation that provides NHS services you'll be asked to show how you think the NHS values apply in your everyday work.

The NHS values form a key part of the [NHS Constitution](#) [4].

Find out more about the NHS Constitution [5]

Source URL: <https://www.healthcareers.nhs.uk/explore-roles/management/roles-management/general-management/communications-and-corporate-affairs/entry-requirements-skills-and-interests>

Links

[1] <https://www.healthcareers.nhs.uk/explore-roles/corporate-services/communicationspublic-relations-staff>

[2] <https://www.healthcareers.nhs.uk/i-am/secondary-school-or-fe-college/apprenticeships-traineeships-and-cadet-schemes>

[3] <https://www.healthcareers.nhs.uk/explore-roles/general-management/communications-and-corporate-affairs/training-and-development>

[4] https://www.healthcareers.nhs.uk/glossary#NHS_Constitution

[5] <https://www.healthcareers.nhs.uk/about/working-health/nhs-constitution>