



Skin Health Alliance

Job Description for Communications Executive

This job description is a guide to the work you may be required to undertake but does not form part of your contract of employment and may change from time to time to reflect changing circumstances.

Job Title:	Communications Executive
Department:	Marketing & Communications
Reports to:	James Stalley – Managing Director Ellie Chivers – Senior Communications Officer

Main purpose of the job:

The main role of the Communications Executive is to support the Senior Communications Officer in the promotion of the Skin Health Alliance's (SHA) aims and objectives to industry, professionals and consumers. It is also to help raise the organisation's profile in order to secure business and establish the SHA as an authoritative voice on skin issues and the world's leading accreditor of skin products.

Key tasks and responsibilities:

- Work alongside the Senior Communications Officer and communications departments of other industry bodies and associations to further the SHA's messages and mission.
- Support in building new and maintaining existing relationships with SHA partners' communication teams and agencies, whilst supporting the Senior Communications Officer in pitching and implementing joint campaigns with partner brands
- Support in the organisation and delivery of SHA-owned communication campaigns
- Conceptualise, create and schedule SHA website and social media content, in collaboration with the Senior Communications Officer and/or external agencies
- Monitor and track SHA media coverage and social media performance against established KPIs, and support with the preparation and presentation of quarterly evaluation reports for SHA Directors
- Brief and guide spokespeople representing the SHA, including dermatologists, experts and SHA team



- Keep abreast of the news agenda and social media trends to identify relevant opportunities for the SHA – from quick turnaround journalist pitches to wider campaign ideas
- Write and distribute SHA press releases, proactively create and sell-in stories to the media and respond to reactive requests
- Ensure consistency in the use of the SHA name, brand, identity and key messages – including within accredited partner usage
- Establish and maintain relationships with key health and beauty journalists, acting as their first port-of-call
- Develop close working relationships with SHA dermatologists and experts
- Be prepared to represent the SHA at key industry meetings, international events and conferences
- Manage external communications agencies and suppliers
- Support in the creation of regular updates for SHA’s stakeholders
- Closely adhering to SHA’s policies and ensuring they are upkept amongst accredited partners

Practical requirements:

- Ability work collaboratively with cross-functional teams and senior leadership, offering communications support for enterprise-wide initiatives
- Experience in working on communications projects in line with strategic communications plans that drive employee engagement and alignment with business objectives.
- Be a highly organised individual, with the capacity to manage multiple priorities and meet deadlines in a fast-paced environment.
- Be a creative individual with a keen eye for accuracy and detail

Person specification:

	Essential
Qualifications	
Degree in a communications discipline or recent experience in communications, marketing or media	
Experience/Skills	
Previous employment in a marketing/PR/communications role	
OR	



Demonstrable content creation experience as part of a degree or extracurricular hobby	
Excellent writing and editing abilities, familiarity with communication best practice and principles, familiarity with various communication channels, ability to interpret campaign data to share meaningful insights and suggestions	
Familiarity with communication tools and platforms, including Microsoft Teams and Google Workspace	
Have some experience across multiple communications channels and in social media content creation	
Creativity and innovation, teamwork abilities, communication and interpersonal skills, critical thinking and problem-solving capabilities	

Last updated: July 2026