



Association of Pharmacy Technicians United Kingdom

Growth and Public Relations Lead Job Description

Purpose: The Growth and Public Relations Lead is responsible for developing and enhancing the profile, reputation, and growth of APTUK through strategic communications, stakeholder engagement, brand management, marketing activity, and revenue-generating initiatives.

The postholder will lead the organisation's public relations and communications functions, ensuring a consistent and professional presence across digital platforms, publications, events, and member communications. They will oversee website and social media management, editorial content, sponsorship opportunities, advertising campaigns, webinar delivery, conference planning, and branch development activities.

Working closely with internal and external stakeholders, the Growth and Public Relations Lead will identify opportunities to increase membership engagement, strengthen partnerships, generate income, and promote APTUK's mission, values, and strategic objectives.

Work base: Home and external venues

Accountable to: APTUK Board of Directors

Reports to: President

Representing: The membership of APTUK

Requirements:

Essential Knowledge and Experience

- Experience in communications, marketing, public relations, stakeholder engagement, or business development.
- Proven experience managing social media platforms, email marketing systems, newsletters, and digital communications.
- Experience of website management and content administration.
- Experience coordinating events, conferences, webinars, or professional networking activities.
- Experience developing sponsorship opportunities and generating revenue through partnerships or commercial activities.
- Strong editorial skills, including content creation, proofreading, and publication management.
- Experience managing multiple projects and competing priorities effectively.

Essential Skills

- Excellent written and verbal communication skills.
- Strong interpersonal and relationship-building abilities.

- Ability to engage, influence, and collaborate with a wide range of stakeholders.
- Strong organisational and project management skills.
- Commercial awareness and an ability to identify growth opportunities.
- Analytical skills with the ability to interpret engagement and performance data.
- High levels of professionalism, attention to detail, and initiative.
- Competence in Microsoft Office applications, including Word, Excel, PowerPoint, Outlook, and Teams.

Personal Qualities

- Strategic thinker with a proactive and innovative approach.
- Passionate about professional development, member engagement, and organisational growth.
- Creative, adaptable, and solutions-focused.
- Ability to work independently while developing collaborative partnerships.
- Committed to maintaining APTUK's reputation, values, and professional standards.

Time commitment:

The post is 37.5 hours per week; this will be delivered as 7.5 hours per day.

There will be a requirement to attend Executive Committee meetings which tend to be in the evenings, due to the voluntary nature of the organisation. These will be pre agreed and incorporated into regular working hours.

Other time commitments may include:

- One Branch meeting per year
- Executive Committee face-to-face meeting (one day, twice a year)
- APTUK Professional Conference & Exhibition (once a year)
- Other meetings (virtual and face-to-face) related to tasks, activities or projects connected to the role
- Ad hoc external meetings representing APTUK if requested as necessary

Remuneration package:

- £40,500 (£20.77 per hour) Salary to be paid in monthly instalments on the 27th of each month. This is Fixed Term for one year.
- Reimbursement of travelling and/or other expenses as indicated by Limited by Guarantee Articles and the Representative handbook
- Pension contribution
- 20 days annual leave plus 8 days Bank Holidays pro rata¹

¹ And any additional national holidays recognised e.g. State Funerals.

Job summary and key responsibilities:

Communications and Public Relations

- Develop and implement a comprehensive communications and public relations strategy aligned to APTUK's strategic objectives.
- Manage all organisational communications channels, including Mailjet, newsletters, email campaigns, social media platforms, and other digital communication tools.
- Create engaging content that promotes APTUK activities, achievements, events, and member benefits.
- Monitor communications performance and engagement data, providing regular reports and recommendations for improvement.
- Act as a key point of contact for media, promotional opportunities, and external communications.

Website and Digital Presence

- Lead the development, maintenance, and continual improvement of the APTUK website.
- Ensure website content remains accurate, relevant, accessible, and aligned to organisational priorities.
- Monitor website analytics and user engagement to identify opportunities for growth and improvement.

- Work with external providers and internal stakeholders to implement website enhancements and digital developments.

Editorial Management

- Oversee the planning, production, editing, and publication of organisational newsletters, articles, reports, promotional materials, and digital content.
- Maintain editorial standards, ensuring content quality, consistency, accuracy, and alignment with APTUK values.
- Coordinate contributions from members, branches, sponsors, partners, and subject matter experts.
- Develop and maintain an editorial calendar to support organisational campaigns and priorities.

Branding and Trademark Management

- Act as custodian of the APTUK brand, ensuring consistency across all communications, publications, events, and promotional materials.
- Develop and maintain brand guidelines and promotional assets.
- Support the protection and appropriate use of APTUK trademarks, branding, and intellectual property.
- Ensure all marketing and communication activities reflect and strengthen the organisation's professional reputation.

Conference and Event Planning

- Lead the planning, coordination, and delivery of APTUK conferences, annual events, networking activities, and member engagement initiatives.
- Manage event logistics, communications, marketing, delegate engagement, and post-event evaluation.
- Work collaboratively with speakers, exhibitors, sponsors, venues, and suppliers to ensure successful event delivery.
- Identify opportunities to enhance attendee experience and maximise event impact.

Sponsorship and Revenue Generation

- Develop and implement strategies to generate income through sponsorship, advertising, partnerships, events, and commercial opportunities.
- Identify, secure, and manage sponsorship relationships that align with APTUK's values and objectives.
- Create sponsorship packages and promotional opportunities that demonstrate value to partners and stakeholders.
- Monitor and report on revenue-generating activities against agreed targets.

Advertising and Marketing

- Plan and deliver advertising campaigns to promote membership growth, events, services, and organisational objectives.
- Manage marketing activities across digital and traditional platforms.
- Evaluate marketing effectiveness through data analysis and performance metrics.
- Ensure promotional activity contributes to growth, engagement, and revenue objectives.

Professional Practice Hub and Webinar Management

- Support the establishment, development, and ongoing management of APTUK Professional Practice Hubs and member networks.
- Create frameworks and guidance to enable successful Professional Practice Hub activity and engagement.
- Plan, coordinate, and deliver webinars and virtual events that provide value to members and stakeholders.
- Monitor participation and feedback to inform future programme development.

Stakeholder Engagement

- Build and maintain effective relationships with members, volunteers, sponsors, partners, employers, educational institutions, regulatory bodies, and other key stakeholders.
- Act as an ambassador for APTUK, promoting its vision, services, and professional standing.
- Facilitate collaboration between branches, committees, partners, and external organisations.
- Support the Executive Team and Board in stakeholder engagement and communications activity

Other duties (all Directors and Executive Committee members):**Communication**

- Promote APTUK through all media sources in line with the Communication and Social Media policy
- Provide feedback, advice and support as needed to other members of executive committee to help them work effectively and promote a positive work environment
- Maintain continuous lines of communication, keeping the Board and Executive Committee informed of all critical issues
- Provide regular updates on your activities to include both internal (to the Board) or external (to members and/or interested parties) as needed

Governance

- Adhere to APTUK internal governance arrangements as set out in the Memorandum and Articles of the Association, standing orders and officers handbook
- Work within APTUK policy and procedures
- Champion high standards of conduct in line with APTUK values and behaviours
- To declare any direct/indirect pecuniary and non-pecuniary interests in matters to be discussed at meetings and not put themselves in a position where their personal interest or a duty owed to another, conflicts with the duties owed to the company.

Information management

- Maintain computer systems including user IT accounts and all computer hardware e.g. desktops, cabling, servers, printers etc. (where required) essential to the role
- Ensure any personal devices used to access APTUK IT systems comply with malware virus protection requirements
- File or archive/ all APTUK documents and records using APTUK secure storage and agreed structure in a timely manner
- To ensure APTUK is compliant with Data Protection legislation

Research and service development

- Participate in responses to external consultations and any other documents that requires responses from APTUK
- Keep up to date and abreast of national healthcare and pharmacy/pharmacy technician professional priorities

Personal Development

- Participate in APTUK personal development reviews (PDR) and develop own PDR
- Undertake regular continuing professional development (CPD) relevant to role
- Participate in monthly 1-2-1s with President or Vice President to discuss progress and agree objectives

Any other duty as agreed with the post holder and Board of Directors which may arise periodically.

Additional information

Probationary period

There is a probationary period of three months for new employees, during which time you shall be entitled to one week's notice. We may, at our discretion, extend this period for up to a further three months. During this probationary period your performance and suitability for continued employment will be monitored.

At the end of your probationary period, you will be informed in writing if you have successfully completed your probationary period.

Flexibility Statement

Please note: This job description is intended as a basic guide to the scope and responsibilities of the post and is not exhaustive. It will be subject to regular review and amendment as necessary in consultation with the post holder.

Confidentiality and legislation

All Directors and Executive Committee members of APTUK are required to maintain the confidentiality of members, colleagues and APTUK business and adhere to information governance in accordance with APTUK policy.

All Directors and Executive Committee members are required to have a personal awareness of the following legislation: Companies Act 2013, Equality Act 2010, Data Protection Act 1998, Bribery Act 2010, Health & Safety Act 1974

Diversity

All Directors and Executive Committee members must at all times carry out his/her responsibilities with regard to APTUK values. At all times it is required that responsibilities are carried out with due regard to colleagues and members to ensure all receive equal treatment.

Entitlement to sick leave and pay

If you are not able to come into work, you must inform the president or vice president as soon as possible on your first date of absence. You must state the reason for your absence and its likely duration. If you are off sick, and adhere to notification and certification procedures, you will normally be entitled to statutory sick pay for up to 28 weeks, subject to the scheme rules.

For further information, please see the Planned or Unplanned absence procedure, available in SharePoint. This procedure does not form a part of your contract of employment and may be changed from time to time. If we are concerned about your absence or health, you may be required to attend an appointment with an occupational health adviser at APTUK expense.

Health and Safety

As your workplace is your home, it is your responsibility to ensure that you maintain your area of work in a safe and secure manner. All documentation must be locked in a suitable metal cabinet when you are not performing your duties. You must ensure your property is secure and inform the APTUK of any attempted damage or theft to the APTUK property on your own property.

Line Managers

Each manager is responsible for the health and safety management of all activities, areas, and staff under their control. This includes responsibility for ensuring risk assessments are completed and the implementations of suitable and sufficient control measures are put in place.

Health and safety issues are dealt with at the lowest level of management practicable.

Where health and safety matters cannot be resolved at a particular management level the President must be notified

Pension scheme

You will be automatically enrolled into (employer's) pension scheme. Further details will be provided to you.

Risk management

It is a responsibility to report all accidents or incidents promptly and, when requested, to co-operate with any investigation undertaken.

You are obliged to inform the Association if at any time in the course of term of office you are the subject of a police investigation or are convicted of a criminal offence.

You must also inform APTUK immediately if at any time during your term of office you are the subject of an investigation by the Independent Safeguarding Authority or are barred from either its Children's Barred List or Adults' Barred List. Failure to comply with these requirements may result in disciplinary action. You will be committing a criminal offence if you seek to undertake or undertake any Regulated activity while barred by the Independent Safeguarding Authority from either its Children's Barred List or Adults' Barred List.

The Working Time Regulations 1998 (SI 1998/1833)

You are required to comply with Working Time Regulations, including declaration of hours worked and breaks taken, completing written records if required, and reporting any instances where your pattern of working hours may constitute a health and safety risk to yourself, the public and other APTUK staff. You have the right not to be subjected to any unlawful detriment by reporting any concerns under the Regulations.

Written by: Amy Laflin, President

Date: July 2026

Reviewed by: Gail Hall, Vice President

Date: July 2026

Review Date: July 2027

Signature of Post Holder:

Date:

Signature of Director:

Date:

Person specification: Growth and Public Relations Lead

Requirements:

The post holder must:

- Demonstrate working experience of Business management and/or quality improvement project management.
- Demonstrate ability to champion APTUK conduct, values and behaviours frameworks.

Personal quality	Essential	Desirable	Evidence
Education / Qualifications / Training	• Demonstrable experience and achievement in communications, marketing, public relations, stakeholder engagement and membership growth or business development. • Evidence of ongoing professional development relevant to the role.	• Degree or equivalent qualification in marketing, communications, public relations, business, management or a related subject • Relevant professional qualification or accredited training • Project management qualification and/or experience	• Relevant qualification certificates
Experience	• Experience in communications, marketing, public relations, stakeholder engagement, or business development. • Experience managing social media platforms, email marketing systems, newsletters, and digital communications. • Experience of website management and content administration. • Experience coordinating events, conferences, webinars, and professional networking activities. • Experience developing sponsorship opportunities, commercial partnerships, and revenue-generating initiatives. • Experience producing, editing, and managing professional content and publications. • Experience managing multiple projects and competing priorities effectively.	• Experience working within membership, professional, educational, or not-for-profit organisations • Experience using CRM systems, website content management systems, Mailjet, webinar platforms, and analytics tools	• CV / Resume • Interview • Reference
Skills / Aptitude	• Excellent written and verbal	• Knowledge of	• CV / Resume

	communication skills. • Strong interpersonal, networking, and relationship-building abilities. • Ability to engage, influence, and collaborate with a wide range of internal and external stakeholders. • Strong organisational and project management skills. • Commercial awareness with the ability to identify growth, sponsorship, and revenue opportunities. • Strong analytical skills, including the ability to interpret engagement, marketing, and performance data. • High levels of professionalism, initiative, and attention to detail. • Competence in Microsoft Office applications, including Word, Excel, PowerPoint, Outlook, and Teams. • Strategic, proactive, and innovative approach to problem-solving and organisational development. • Creative, adaptable, and solutions-focused mindset. • Ability to work independently while building and maintaining collaborative partnerships.	social media metrics	• Certificates • Reference
Knowledge / Ability	• Knowledge of communications, marketing, public relations, and stakeholder engagement principles. • Knowledge of branding, trademark management, and intellectual property considerations (desirable). • Ability to create and implement effective communication, marketing, and engagement strategies. • Ability to develop and maintain a strong organisational brand and professional reputation. • Ability to identify, develop, and maximise opportunities for organisational growth and member engagement. • Ability to manage digital communication channels and online platforms effectively. • Understanding of professional standards and the importance of maintaining organisational values and reputation. • Commitment to supporting		• Certificates • CV / Resume • Reference

	professional development, member engagement, and organisational growth.		
Values and Behaviours	• Professional: Uses knowledge, skills and judgement to deliver the highest standard of person-centred care • Committed: Dedicated to the profession, our members and the association • Demonstrates Integrity: Behaves honestly, openly, reliably and always takes responsibility • Collaborative: Works together and seeks involvement for the best outcomes • Visionary: Takes a proactive approach to lead and maximise the potential of the pharmacy technician profession for the future • Inclusive: Acts in an inclusive manner and encourages people to bring their whole selves to APTUK		• CV / Resume • Interview • Reference
Other requirements	• Committed to attending Executive Committee meetings, Professional Practice Hub meetings, APTUK Conference(s) and other external meetings as required • Committed to meeting the requirements of the role, balancing time-management to fulfil all duties.		• CV / Resume • Interview