

PR and Communications Manager



RESPONSIBLE TO: Head of Fundraising & Communications

HOURS: 35 hours a week with some flexible working available

LOCATION: Hybrid working, home and office based – Amersham, Buckinghamshire

SALARY: £40,000 - £45,000

Job Description:

The PR and Communications Manager will play a vital role in the development of our brand awareness and engagement through intelligent, targeted, and compelling communications.

The role will focus on delivering strong messaging and stories, building media and celebrity relationships, creating local, regional, and national PR opportunities, and building at least one awareness campaign per financial year, ensuring more and more people get to hear about the vital work we do.

Key responsibilities:

PR & Media

- Increase the charity's profile to targeted audiences across media, with influencers and well-known supporters, and other partners to gain the reach we need.
- Develop relationships with targeted media partners in both local, regional and national and across print, online and broadcast.
- Write compelling and clear press releases, blogs, articles, and statements.
- Respond to requests from the press for comments, views and supporting information and - maximise opportunities for further engagement on relevant topics.
- Identify issues that could potentially damage the charity's reputation and recommend actions to mitigate this risk.
- Support the corporate team with their partners' stories and events.
- Work with the Chief Executive to liaise with Her Majesty, The Queen Consort press office when applicable.

Campaigns:

- Take a leading role in the creation and development of one impactful campaign every year that delivers an increase in the awareness of the charity's work.
- Build the charity's influencer and celebrity network to support the delivery of this campaign and forge partnerships both within industry and the media to grow the reach of the campaign.

- Developing and managing effective relationships with relevant internal and external stakeholders, including specific supporters and trustees, media, other charities, companies, and health professionals.
- Seek to build smaller campaigns at other times of the year which support fundraising and focus on our key audiences.

Communications:

- Ensure our story is told in the most compelling way by working with the Roald Dahl Programmes team, Roald Dahl Nurses, and their patients and families to develop evidenced, impactful case studies, imagery, videos, and films. Seek to find opportunities to share these.
- Analyse communications on a quarterly basis and prepare a report for the trustee sub committees and provide up to date coverage examples to share with the team and Board.
- Work with the Senior Marketing and Communications Executive on the development of key messages, tone of voice, look and feel and overall brand style guide.
- Responsible for creating and delivering the long term and annual communications strategy, that considers both local, regional (e.g. Where Roald Dahl Nurses are based) and national activity.

Other Information

This job description helps the post holder to understand his/her main duties. It is not exhaustive, and the role's duties may change from time to time, in discussion with the post holder and consistent with the level of responsibility appropriate to the grade of the post.

- The post holder will be required to travel within the UK, for example to visit with partners or to attend meetings in other parts of the country. This may occasionally require overnight stays.
- The post holder may also be required to undertake occasional evening and weekend work when, for example, we hold fundraising events or need to meet with partners.
- Roald Dahl's Marvellous Children's Charity is committed to safeguarding and promoting the welfare of children, young people, and vulnerable adults. Confirmation of appointment will be subject to a satisfactory standard Disclosure and Barring Service check.
- The appointment is subject to the satisfactory completion of a three-month probation period.
- Roald Dahl's Marvellous Children's Charity is committed to achieving the highest standards of service and employment practice. We give equal opportunity to everyone, regardless of background. While our offices are not currently accessible for people with significant mobility difficulties, we will make all reasonable adjustments to allow the most suitable candidate to perform their role effectively.

Person Specification:

	Attribute	Essential (E) or Desirable (D)
1.	Knowledge & Experience	
	Experience of delivering PR campaigns and securing coverage whilst also building relationships with journalists	E
	Proven track record of running significant fundraising and/or communications campaigns	E
	Successful experience in creating and delivering marketing and/or communications strategies over a long period of time.	E
	Knowledge and experience of charity communications and able to share some examples if requested.	E
	Ability to manage a budget and plan accordingly.	D
	Proven experience working with and managing effective partnerships and demonstrated ability to manage senior and diverse relationships and stakeholders.	E
	Experience in copy writing, story gathering and showing what makes an effective fundraising case for support.	D
	The successful candidate will have an entrepreneurial mindset with a strong appetite for delivering growth.	E
	Ability to produce communications performance reports and ROI	E
2.	Skills	
	Clear understanding of the role of communications and marketing teams within the charity and the wider sector	D
	Ability to work on own initiative and as part of a multi-disciplinary team	E
	Excellent relationship management skills – especially able to demonstrate sensitivity and empathy whilst working with beneficiaries and their families.	E
	Excellent written and verbal communication skills and ability to adapt to different audiences.	E

	Ability to plan, organise and manage multiple priorities and the ability to successfully prioritise tasks for yourself and others	E
	Excellent time management and administrative skills	E
	Ability to understand the strategic aims and objectives of RDMCC and to translate these into compelling marketing propositions	E
3.	Personal Qualities	
	Tenacious, self-motivated with the ability to work well on their own and as part of a team.	E
	Ability to work under pressure, to target and to deadline.	E
	A positive and proactive approach to tasks and new ideas.	E
	Good team player who is willing to support and help others in the team.	E
	Highly organised with excellent attention to detail.	E
	Professional, diplomatic, and discreet able to maintain confidentiality.	E
	Creative and innovative who is quick to respond to opportunities.	E