



## PR and Communications Manager

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<b>RESPONSIBLE TO:</b>	Head of Fundraising and Communications
<b>HOURS:</b>	Part-time 21 hours/week
<b>JOB LOCATION:</b>	Hybrid working, home and office based – Amersham, Buckinghamshire
<b>SALARY:</b>	£40,000 - £45,000 FTE pro rata
<b>PENSION:</b>	7% non-contributory

Roald Dahl's Marvellous Children's Charity provides specialist nurses and support for seriously ill children. Our vision is that every seriously ill child deserves a Roald Dahl Nurse and fundraising is core to achieving this.

### About us

**Our vision** is that every seriously ill child has a Roald Dahl Nurse to help them to lead a more marvellous life.

**Our mission** is to provide specialist nurses and support for seriously ill children living with complex, lifelong conditions.

As a charity that works in partnership with the NHS, we find innovative ways to ensure that children and families have the care and support they need. We do this through improving the healthcare outcomes and resilience of children and families, and we focus on complex, lifelong conditions that are underfunded and under resourced. The outcomes we are aiming to achieve are:

- Improved quality of care
- Improved experience of care
- Improved efficiency and cost effectiveness of care
- Improved resilience of seriously ill children and their families

### Our Charitable Programmes

#### Roald Dahl Nurses

Roald Dahl Nurse Specialists are a vital lifeline to the children and their families, supporting them clinically and emotionally. They co-ordinate care and are often there for them until adulthood. Although Roald Dahl Nurses operate across a number of different specialisms, they are all specialist nurses who make a huge difference to children and families. We currently have over 150 Roald Dahl Nurses supporting more than 36,000 children.



## **Nurse Development**

Nurse Development is key to a Roald Dahl Nurse improving the care and support they give. We work with our nurses to offer opportunities to improve their skills, to build a peer network and to ensure that best practice is shared across the Roald Dahl Nurse network. We also work with our nurses on leadership and service improvement, making them incredibly valuable to their services.

## **Nurse Led Innovation**

We support Roald Dahl Nurses to solve problems creatively. Using a cohort approach, and through forming partnerships we work closely with our nurses to improve healthcare outcomes for children through innovation.

## **Marvellous Family Support Service**

Our Marvellous Family Support Service helps families to access their benefit entitlements. This support service helps families to overcome financial worries, helping to relieve some of their stress and anxiety. We have launched a pilot for an emotional support service now and are also building on our programme of workshops for parents and carers.

## **Job Description**

We are looking for a dynamic and experienced professional to lead and develop our communication strategies, boost our public relations efforts, and manage effective public fundraising campaigns. This role is crucial in raising the profile of our charity, driving engagement, and expanding our reach and influence.

As the PR and Communications Manager, you will be instrumental in building the charity's profile, increasing brand awareness, and fostering engagement through strategic, targeted, and compelling communications. This role centres on delivering strong messaging and stories, forging relationships with media and celebrity/influencer partners, and creating PR opportunities at local, regional, and national levels. The manager will explore innovative methods to promote the brand and its activities to the right audiences through targeted campaigns, significantly contributing to the fundraising efforts of the organisation. You will be working as part of a collaborative and supportive Fundraising and Communications Team, working closely with the Brand and Marketing Manager and Head of Fundraising and Communications.

## **Responsibilities to Include:**

### **Public Relations and Media**

- Enhance the charity's profile among targeted audiences through strategic PR activities and diverse media channels, both B2C and B2B.
- Cultivate relationships with media partners at local, regional, and national levels in both trade and consumer media, including print, online, and broadcast platforms, as well as with individual journalists.
- Write compelling and clear press releases, blogs, articles, and statements to effectively communicate our message.
- Respond promptly to press enquiries for comments, views, and supporting information, and maximise opportunities for further engagement on relevant topics.



- Proactively identify potential reputation risks and recommend actions to mitigate them.
- Support the fundraising team by highlighting partner stories, managing PR efforts, and supporting events.
- Lead the pursuit of media-related funding opportunities, such as The Times and Sunday Times Christmas Appeal.
- Manage nominations for relevant awards to gain recognition and support for the charity.
- Pursue and implement strategic media partnerships to enhance visibility and outreach.
- Work with the Chief Executive to liaise with Her Majesty, The Queen's press office when applicable, particularly on key events such as the annual Clarence House tree decorating event.

### **Celebrity and Talent Management**

- Strategically manage our ambassador programme, keeping our mission prominent and visible.
- Build authentic relationships with a network of celebrities and influencers to champion our cause.
- Create memorable moments and engaging content with famous supporters that resonate with audiences.
- Ensure our values and vision are highlighted in every celebrity collaboration.

### **Communications**

- Develop, implement, and manage a comprehensive communications plan that aligns with our mission and goals.
- Ensure our story is told in the most compelling way by collaborating with our Programmes team, Roald Dahl Nurses, and their patients and families to create evidence-based, impactful case stories, imagery, videos, and films.
- Analyse communications quarterly, preparing reports for the trustee sub-committees with up-to-date coverage examples to share with the team and Board.
- Create and deliver both long-term and annual communications strategies, addressing local, regional, and national activities.
- Handle crisis communications professionally and efficiently, maintaining the charity's reputation.
- Work collaboratively with internal teams and external partners (including funders) to ensure consistent and effective communication across all channels.
- Track and evaluate the effectiveness of communications activities and campaigns, providing regular reports and insights to senior management.

### **Awareness and Fundraising Campaigns**

- Work with Head of Fundraising and Communications and Brand and Marketing manager to lead the creation, development, and implementation of impactful awareness and fundraising campaigns that amplify our messages, expand our reach, drive growth, and maximise income generation
- Forge partnerships with key stakeholders, including media, to extend the reach of our campaigns.
- Develop and manage effective relationships with relevant internal and external stakeholders, including supporters and trustees, media, other charities, companies, and healthcare professionals.



## Other Information

This job description helps the post holder to understand their 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 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.
- The post holder will have the right to work in the UK.

## How to Apply:

Interested candidates should submit a CV and a cover letter outlining how they meet the person specification to [recruitment@roalddahlcharity.org](mailto:recruitment@roalddahlcharity.org). The deadline for applications is 20 August. Formal interviews will be conducted during the week commencing 2 September and informal conversations will take place as applications are submitted.

Join us at Roald Dahl's Marvellous Children's Charity and be part of a team that makes a real difference in the lives of seriously ill children and their families.



Person Specification:	Essential (E) or Desirable (D)
<b>1. Knowledge:</b>	
Proven experience in delivering PR campaigns and securing coverage, while building and maintaining relationships with journalists.	E
Proven media relations experience across B2B and B2C	E
Demonstrated track record in running significant fundraising and/or communications campaigns.	E
Successful history of creating and implementing long-term marketing and communications strategies.	E
Knowledge and understanding of the charity sector.	D
Expertise in managing effective partnerships and navigating relationships with senior and diverse stakeholders.	E
Skilled in copywriting, story gathering, and developing compelling fundraising cases for support.	E
Experienced in working with celebrities and influencers, including talent management.	E
Ability to produce detailed communications performance reports and measure return on investment (ROI).	E
Natural networking ability with a flair for persuasive communication.	E
Strategic thinker with a creative edge.	E
Passionate about storytelling and its impact on driving a cause.	E
Entrepreneurial mindset with a strong drive for growth.	E
Competence in budget management and strategic planning.	E
<b>2. Skills</b>	
Clear understanding of the role and importance of communications and PR within the charity sector.	E
Ability to work independently and as part of a multi-disciplinary team.	E
Excellent relationship management skills, demonstrating sensitivity and empathy while working with beneficiaries and their families.	E



Strong written and verbal communication skills, adaptable to different audiences.	E
Strong organisational skills with the ability to manage multiple projects simultaneously.	E
Proficiency in creating engaging content across various media platforms.	E
Strong analytical skills for evaluating the effectiveness of communication strategies and campaigns.	E
Experience in crisis communication management.	E
<b>3. Personal Qualities</b>	
Enthusiastic and hard working	E
Strong team player	E
Calm under pressure and common-sense approach	E
Flexible and adaptable	E
Strategic thinker	E
Sensitive and empathetic	E