**PR and Communications Officer**

## JOB DESCRIPTION

**Job Title: PR and Communications Officer**

**Accountable to: CEO or Equivalent**

**Responsible to: Head of Income, Communications and Marketing**

**Main Purpose of Post:**

* To promote the charity’s work through the creation of, and use of, material across print, broadcast and social media.
* To support communication between the charity and its users through the creation of a suite of information resources, including pamphlets, booklets and leaflets, as well as the website.
* Building, maintaining and protecting the reputation of the charity and it work.
* To support fundraising campaigns with compelling family stories.

**Main Responsibilities:**

* Write and distribute press releases in order to widely publicise the work of the charity ensuring consistency of branding and messaging.
* Telling family stories through in case studies for use by the media and for fundraising purposes.
* Supporting fundraising with family case studies and photography
* Managing the media during media calls and responding to press enquiries.
* Photography of children, young people, staff and volunteers using the services at Derian House Children’s Hospice.
* Create interesting and emotive family stories for use in the press, on the charity’s website, in fundraising campaigns and for social media.
* Liaise with all departments to respond to their needs for communications and publicity.
* Collate information, research and write copy for the charity’s annual newsletter, Danni’s Diary.
* Organise interviews for the media, arrange spokespeople and brief them.
* Media monitoring and maintaining a library of online press cuttings.
* Organising photo library.
* Use WordPress to help maintain the website.
* Provide creative, editorial and operational support for campaigns and communications projects.
* Assist with the planning of graphic content, working with the graphic designer.
* Manage the day-to-day press releases and media enquiries, together with the Marketing Coordinator.
* Contribute to the development of long-term marketing strategy by identifying new opportunities and trends in traditional and digital media.

**Quality Assurance**

* To identify ways of continued quality improvement.
* Improve service quality by evaluating systems and devising new processes as appropriate.

**Communication**

* Regularly attend team and other meetings as appropriate, contributing positively to discussions and debates and participating in shared decision-making.
* Ensure effective digital communication including the dissemination of information accurately and timely to support effective team working.
* Act at all times as an ambassador for the organisation and maintain positive and effective communication both internally and externally in representing the service offered by the hospice.
* Produce clear, legible and consistent written documentation.

**Key Working Relationships**

* To ensure that all relationships with supporters of the hospice are dealt with in a positive and professional manner.
* In all aspects of managing relationships ensure a consistent and professional approach. This includes dealing with fellow colleagues and all hospice employees.
* To liaise with external suppliers/service providers as necessary.

**Professional**

* Ensure that personal actions and conduct apply with hospice policies and procedures.
* Take responsibility for identifying own personal development and education needs ensuring all identified competencies are completed and kept up to date.
* Adopt and present a proactive approach to personal and professional development, participating in annual appraisal, learning opportunities and reflective practice.
* To maintain confidentiality in all aspects of the role, as appropriate. Disclosure to any unauthorised person is considered a disciplinary offence.

**Health and Safety**

* To report and record all accidents and incidents in line with hospice procedure safeguarding the welfare and safety of all staff during working hours with regard to the Health and Safety at Work Act.
* Take reasonable care to avoid injury to yourself or to others and to co-operate with Derian House in meeting its statutory requirements.

*This job description does not attempt to describe all aspects of the role to be performed, but indicates the general role required of the post holder. It is open to review and as a result alterations and additions may be made.*

**Person Specification**

**Job Title: PR and Communications Officer**

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| **Criteria** | **Essential** | **Desirable** |
| Professional/ Qualifications &  Special Training & Education | GCSE English and maths grade C and above | Journalism/communications degree or similar  NCTJ and shorthand qualification |
| Knowledge/Proven Ability | Excellent written and communication skills  Experience in writing press releases.  At least one year’s experience in a journalism or communications role  A passion for communicating and understanding how content and context shape a response.  A strong understanding of GDPR best practice  Knowledge of working within brand guidelines  Experience of gathering and interpreting. | Experience of using various CMS including WordPress  Ability to shoot photographs and video. |
| Skills & Abilities | Ability to write creative, accurate copy.  Pro-active and highly organised with the ability to keep projects on track and see things through with excellent attention to detail.  Ability to work in a flexible manner and experience of working effectively as a member of a small team.  Competent photography skills  Ability to follow direction and lead on projects as required.  Excellent interpersonal skills | HTML/CSS skills |
| Personal Qualities | Flair for promoting good stories.  Ability to make positive relationships.  Critical eye for detail.  Empathetic, sensitive and diplomatic.  Strong team player.  Can work under pressure to meet deadlines.  Flexible, proactive and solution orientated in your approach to work  Excellent interpersonal skills to both internal and external stakeholders  An ability to conduct interviews in a sensitive manner  A passion for story telling |  |
| Special Circumstances / Additional Requirements |  | Full driving license |