

JOB TITLE:	
PR & Social Media Officer	
Department: Income and Engagement	
Division: Brand, Communications & Entertainment	
Line Manager: PR Manager	
Contract Type: 12-month fixed	FTE 1
Salary Range £31,318	
Location:	
<p>In line with contracts of employment all roles at Make-A-Wish UK are Reading based, however we operate a Hybrid working model and employees need to be comfortable travelling to the Make-A Wish Reading hub at least twice per month at their own expense. Travel within the UK may also be required for events, content gathering and activations as needed.</p>	
Direct reports/Immediate relationships:	
<p>Head of Brand, Communications & Entertainment</p> <p style="text-align: center;"> </p> <p style="text-align: center;">PR Manager</p> <p style="text-align: center;"><i>(with a dotted line to the Social Media Manager)</i></p> <p style="text-align: center;"> </p> <p style="text-align: center;">PR & Social Media Officer</p>	
Core Purpose:	
<p>The PR and Social Media Officer will play a vital role in supporting Make-A-Wish UK’s public relations and social media efforts, helping to strengthen our brand, grow our audience, and support organisational goals. This role is responsible for promoting our mission by supporting the management of our social media channels, media outreach, creating high-quality content, and coordinating communications for key projects and partnerships. By building strong media relationships and evaluating campaign success, this role will help amplify the charity’s impact and ensure effective communication across earned and owned channels, ultimately supporting the goal of granting life-changing wishes to children with critical illnesses.</p>	
Key Responsibilities:	
<ul style="list-style-type: none"> • PR Campaign Support <ul style="list-style-type: none"> ○ Assist in planning and executing PR campaigns. ○ Draft press releases, media outreach materials, and PR project plans. ○ Develop and maintain media relationships and media databases to ensure effective media engagement. ○ Seek opportunities to enhance our media exposure through strategic partnerships and collaborations. ○ Support reaction and responses to media incidents. ○ Work with wish families to share their story in a sensitive and an authentic way. ○ Lead on some PR projects, owning and delivering releases. • Social Media Management <ul style="list-style-type: none"> ○ Support the daily management of social media channels, including content creation, curation, and scheduling. 	

- Monitor and respond to community interactions to foster engagement.
- Tailor content to resonate with different audience segments, ensuring alignment with organisational goals.
- Track and evaluate social media performance, responding to key results.
- Lead on some Social Media projects or campaigns, producing and executing social media plans.
- **Project-Based Communications**
 - Coordinate specific project communication plans, leveraging audience insights and channel expertise.
 - Support communications efforts for high-profile events, corporate partnerships, and volunteer recruitment initiatives.
 - Collaborate with partners to deliver on multi-year communication strategies, ensuring clear messaging and outreach goals.
- **Content Creation**
 - Create compelling and audience-focused content for social media platforms (Instagram, Facebook, LinkedIn, YouTube, etc.).
 - Assist in creating long-form content for blogs, newsletters, and digital media to reach a wider audience.
- **Tracking and researching trends**
 - Track and analyse the charity's online and media presence
 - Create reports on social media performance and research which campaigns lead to achieving organisations goals such as increased income.
 - Identify trends and look for ways to improve engagement and brand.
- **Campaign Evaluation, Reporting and Coordination**
 - Use monitoring and insight tools to assess the effectiveness of PR and social media campaigns.
 - Provide data and insights to improve future communication strategies and audience engagement.
 - Collate and coordinate PR and Social media requirements for campaigns and partnerships.

As a Make-A-Wish colleague, you will also need to:

- Actively support our wishgranting through voluntary activity to support Make-A-Wish. We encourage all colleagues to become Wish Makers.
- Have a practical understanding of the Make-A-Wish values: Be Magical, Be Inclusive and Be Inspiring
- Strengthen relationships between different members of the Make-A-Wish community to ensure everyone works in collaborative and inclusive way.
- Attend organisational meetings, like symposiums and town halls.
- Keep yourself informed about things going on across the organisation by making use of internal communications channels, e.g. Teams, Wish Wisdom (our colleague newsletter).
- Keep yourself informed on the strategy and plans of the organisation in order to be able to fully contribute to them through your role.
- Actively listen to other people, particularly those with views that are different to your own.
- Embed the principles of our Equality, Diversity and Inclusion Charter within your role.
- Be open to collaboration and working across different teams to help the organisation achieve its strategic objectives.
- Be able to work independently in an agile environment, understanding that different people across the organisation have different working patterns.
- Be able to work with your colleagues and other members of Make-A-Wish community as one team, united in a common vision and mission, and support organisational efforts of reaching every child by,

for example, answering phones when other teams are busy, supporting activities happening across the organisation, etc.

PERSONAL PROFILE

To be successful in this role you will need:

Essential Criteria, skills, knowledge and behaviours required for this role

- A minimum of three years experience in a PR and/or social media role, with a proven track record in fulfilling each key responsibility listed.
- Experience managing social media platforms, including content creation and community management.
- Knowledge of social media tools and content scheduling platforms.
- Demonstrable experience and confidence with PR outreach, media relations, and press material preparation.
- Excellent organisational skills and attention to detail, with the ability to manage multiple projects.
- Strong communications skills including writing skills.
- Ability to build relationships with media contacts, external stakeholders and wider internal teams.
- Flexible and adaptable, able to pivot between PR and social media responsibilities as required.
- A minimum of GCSE level qualifications.

Desirable Criteria

- Experience working within the charity sector with an understanding of the common practices and regulations.
- Experience working with storytellers sharing sensitive topics.
- An understanding of social media content editing and capability.

Behaviours required for this role

- A team player who can work collaboratively across departments.
- Creative and proactive in identifying new opportunities for PR and Social Media engagement.
- Communicates clearly and effectively, both in writing and verbally.
- Stays composed and effective under pressure, especially when handling tight deadlines or unexpected challenges.
- Understanding, compassion, care and respect when interacting with wish families.