

<b>JOB TITLE:</b>	
<b>PR Manager</b>	
<b>Department: Income &amp; Engagement</b>	
<b>Division: Brand, Communications &amp; Entertainment</b>	
<b>Line Manager: Head of Brand, Communications and Entertainment</b>	
<b>Contract Type: 12 month FTC (Maternity Cover)</b>	<b>FTE 1</b>
<b>Salary Band £38,841 - £40,848</b>	
<b>Location:</b>	
<p>In line with contracts of employment all roles at Make-A-Wish are Reading based, however we operate a Hybrid working model and employees need to be comfortable travelling to Make-A Wish Reading hub at least twice per month at their own expense.</p>	
<b>Direct reports/Immediate relationships:</b>	
<pre> graph TD     A[Director of Income and Engagement] --&gt; B[Head of Brand, Communications and Entertainment]     B --&gt; C[PR Manager]     C --&gt; D[PR &amp; Social Media Officer]           </pre>	
<b>Core Purpose:</b>	
<p>You will be responsible for developing and executing the organisation’s PR strategy, in support of the wider I&amp;E and Brand, Communications and Entertainment Strategy. You will seek and create opportunities to enhance the charity’s reputation and promote its mission, in line with its goals and values.</p> <p>You will lead on defining and articulating organisational key messaging for key activities to be shared with the wider organisation and external media. This will include supporting the People team in developing their internal comms strategy that engages, inspires and empowers the organisation.</p> <p>Working collaboratively with the Brand, Communications and Entertainment team, provide support in developing external campaigns and relevant entertainment relationships, including with media partners, broadcasters, influencers and celebrity supporters.</p>	
<b>Key Responsibilities:</b>	
<b>Press and Media Activities</b>	
<ul style="list-style-type: none"> <li>• Take ownership of the PR strategy, developing plans to promote key initiatives, campaigns and products to media, effectively and in line with wider strategies.</li> </ul>	

- Have a proactive approach in anticipating media requests & reactions and have the right processes, assets and content in place to support this.
- Work with colleagues to develop an understanding and processes for creating and collecting PR and media requirements as part of project planning.
- Ensure internal and external spokespeople are fully briefed ahead of media appearances.
- Create impactful press releases and other supporting media materials that are consistent with the agreed strategy, goals and key messaging to secure coverage.
- Build powerful press and media relationships and partnerships to gain coverage and elevate campaigns, and identify how Make-A-Wish can optimise these.
- Working with the B,C&E Lead, manage an effective crisis communications strategy, maintaining a framework to manage proactive and reactive crisis or incidents ensuring it is fully embedded into the organisation and refreshed when needed. Lead on the preparation of responses and official statements when required.
- Develop and update toolkits to support consistent media presentation, and toolkit elements for specific fundraising activities and campaigns that can be used internally and also shared with partners and community leaders.
- Complete other ad hoc duties expected for your role level as assigned by your line manager or departmental head, this includes and is not limited to covering workload in the absence of other team members.
- Lead and manage selected BCE projects on behalf of the communications team, supporting the coordination and distribution of responsibilities to meet agreed project goals.

#### **Reporting & Insights**

- Develop, maintain, and deliver a shared live report for key PR performance indicators for each campaign and activity and condense these into reports when required.
- Apply a test & learn approach to all that is created, reporting back insights and data to the wider teams to drive shared learnings and the continual drive for brilliance.
- Ensure key systems are kept up to date e.g. media database, planning tools, salesforce permissions and websites.

#### **Content team collaboration**

- Collaborate with the Content Manager to identify fruitful media opportunities and understand which families are happy to share their stories.
- Inform the Content team of PR requirements in a timely manner to ensure the right assets are captured to achieve optimum engagement within press and media inc. ensuring any PR needs are integrated into interviews they undertake with wish families and other content capture with key stakeholders.

#### **Communications and Key Messaging**

- Work collaboratively with the B,C&E team to develop key messaging and holistic communications plans for key external activities and campaigns.
- When building communications plans, understand key messaging and requirements needed for other colleagues e.g. for social media, website, internal communications.

#### **Entertainment Relationships**

- Support the development of strategic Entertainment relationships such as TV Broadcasters, Film Studios, Influencers, Celebrity supporters and their agents.
- Identify opportunities to engage and optimise key Entertainment relationships.
- Take responsibility for managing a selection of Entertainment relationships with the highest standards of relationship management.

#### **Internal Communications**

- Support the Operations and People team to shape and deliver the overall internal communications strategy to deliver the organisation's strategic goals, fostering a culture of collaboration.
- Oversee and advise the People team with key organisational updates, information and communication methods.
- Lead the preparation of communications to our wish children, families and other key stakeholders.

#### **Line Management**

- Manage and support the PR & Social Media Officer to ensure alignment with their individual objectives, providing guidance, feedback, and resources to help them achieve their goals effectively.

#### **Organisational responsibilities**

- Within Make-A-Wish's performance & growth framework "Being Brilliant" initiate regular conversations with your line manager when you discuss your role objectives, personal development, wellbeing and other topics

#### **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:**

Ideally 7+ years experience within a PR focussed role within a cause driven organisation and/or charity, with 2+ years experience within a similar role to advertised.

**Evidence and experience of:**

Developing and leading high-profile media activations including:

- Broadcast coverage, ideally around fundraising
- Broadsheet coverage, ideally of media-backed campaigns
- Local press and media networks
- Syndication and activities with media distribution agencies such as PA
- Building media contacts and networks
- Media crisis management
- Press office operations and management

**Capturing stories:**

- Copywriting
- Sensitive interviewing and story capture approaches
- Working with families in sensitive situations
- Briefing and supporting families and volunteers to tell their media story in their own words
- Safeguarding in a media context

**Excellent communication skills, including:**

- Ability to work effectively at different levels in the organisation
- Ability to articulate core concepts in different formats and approaches
- Ability to negotiate and influence across different organisational levels (to support planning/prioritisation)

**Understanding of regulatory frameworks, best practice and ethical issues related to:**

- Content capture and use
- Press, media and broadcasting regulation and best practice
- Knowledge of regulatory frameworks around fundraising and advertising
- Understanding rules around marketing to children and young people
- Managing and working with user permissions and compliance inc. User permissions, Safeguarding, Data protection

**Experience with insight and analytic tools and building reports to inform and develop PR strategy:**

- Google Analytics
- Use of media monitoring and distribution tools
- Managing and tracking media coverage
- Media reporting
- An understanding of tracking and recording finances inc. expenses and invoices.

**Experience of managing and planning work strategically:**

- Development of a PR strategy and PR Team processes to achieve strategic organisational wide goals.
- Working, and at times leading, on cross-team plans
- Having a test & learn approach with learnings constantly applied to drive brilliant outcomes
- Using technology to support planning and prioritisation
- Able to use MS Office tools, in particular Outlook, Word, PowerPoint and Excel to support delivery of work
- Effective line management of team members to support the delivery of PR and communications goals.

