

VACANCY

Charity PR, Content and Media Campaign Manager

Department:	PR
Reports to:	Head of Charity Operations
Direct Reports:	2/3 PR Assistants
Designation:	Permanent (3)
Hours:	35 hours per week (Monday to Friday 9.30am to 5pm) Occasional working out of hours.
Salary:	Between £16.00 - £17.50 per hour dependent on skills and experience
Benefits / Equipment:	Annually 33 days holiday inc. Bank Holidays Access to Newlife Pension Scheme Staff discount, following 12 weeks service Access to Childcare voucher scheme Health Cash Plan at level 2, post probationary period Two weeks company sick pay Allocated parking permit

About Newlife:

Newlife's mission is to save and change the lives of disabled and terminally ill children, across the UK.

We have over 25 years of success and we continue to help disabled children and their families, by funding/providing:

- Free national Nurse manned helpline
- Specialist equipment grants
- Emergency equipment loans
- Child health research
- Action to campaign for change
- A 'training into work' opportunity for disabled adults
- Environmental protection

You can find out more about Newlife the Charity for Disabled Children by visiting our website: www.newlifecharity.co.uk. You can learn more about our Commercial division by visiting www.newlifestores.co.uk

Post Summary:

We need someone who is great with words, who can write and lead on delivering our new style of impactful content, who can achieve high levels of take up by all media and help us deliver on specific campaigns, to raise awareness, support and much more.

You will work every day with the Communication Manager and other Dept. Managers in the charity and in the Commercial division. You and your team will deliver content for digital use, as well as the more traditional media, regionally and nationally.

Every day you and your team will be speaking to and telling the stories of children who are disabled or terminally ill and their families. You will show how they are too often failed by statutory services and how thousands rely on Newlife's services.

You will tell people about all our services, our medical research, our work in campaigning for positive change in provision of equipment services and much more. You will work reactively and proactively to help us strategically, reach out to specific audiences. The work is varied and hands on. You and the team will work on everything from a tweet to helping to write campaign reports, leaflets and internal communications.

We need an experienced Manager with proven skills, who can take us to the next level in awareness. Someone who can deliver- who can 'craft the song and beat the drum' about our work, while keeping a gentle and emotionally mature manner, when speaking to families.

Our culture is 'authentic' and our values are all about people, leading in our field and making things happen. We have great experience of this at work every day and in giving life to our values. We have a history of 26 years of success and many of our staff are passionate and committed. As a result many of our 380+ staff have very long service.

If you want great job satisfaction, feel you can really deliver and help Newlife to help disabled and terminally children and their families, apply and let's see what great things we can do together. So if you feel you have the essential (must have) requirements and can also demonstrate some of the points from the desired (could have) requirements shown, please apply.

Essential Requirements:

- An experienced professional with relevant qualifications in PR.
- Experienced Manager of a small team.
- Experience in writing charity content.
- Experience in writing impactful, accurate and sensitive copy, for use in a variety of traditional and digital mediums.
- Outstanding literacy skills along with ability to 'spot the story' and take it to (sell it in) to national and regional audiences
- Excellent personal communication skills, able to engage at all levels quickly and confidently and able to speak to and empathise with families on the phone and sometimes personally.
- A consistent team player with a supportive and motivational approach.
- Flexibility to travel on occasions, attend events etc.
- The ability to achieve objectives, proven ability to organise, prioritise and manage the team and own time effectively, even when under pressure.
- Well-developed IT skills.
- Able to create and maintain proper records.
- Accurate and thorough with attention to detail.
- Experience in managing a small team of professionals.
- Emotional maturity, sensitivity and empathy for the children and families we work with.
- Previous experience of working for a charity writing and editing impactful charity content.

Desirable Requirements:

- While having substantial media contacts is not essential, having a network of contacts of journalists and editors would be very advantageous.
- Experience of media monitoring and in evaluating media coverage.

- Experience of writing content based on SEO and SEM.

Primary Responsibilities:

In respect of Newlife you will have responsibility for:

- Managing the team and leading liaison with other depts.
- Drafting, co-ordinating and issuing press releases, charity content and features within deadlines.
- Responding both re-actively and pro-actively to news, stories and updates in support of Newlife's PR strategy.
- Delivering a fast and accurate response to all media enquiries.
- Being aware of national and or relevant disability focus stories, identifying opportunities and issues as they arise.
- Working on your own portfolio of projects whilst supporting the wider team - reporting and updating regularly on progress as required.
- Liaising with corporate supporters PR teams
- Helping us to manage any occurrences of reputational risk.
- Liaising with any agency we engage to deliver particular campaigns (occasional)
- Liaison with MP's, their offices and on occasion Ministers and liaison with other charities/originations, where there is agreed synergy.
- Liaising with medical and scientific researchers, to interpret outcomes of our research in layman's terms.
- Developing and maintaining a strong network of media contacts and journalists.
- Ensuring that all media work reflects Newlife's values.
- Analysing performance and providing data for relevant Key Performance Indicator (KPI) reports.
- Managing a small team of professional PR staff.
- Working closely with the Communications department regarding online and digital content to ensure a holistic approach to communications.
- Personally and through the team, creating articles for inclusion in newsletters, magazines and literature/resources magazines etc.
- Attending and participating in meetings as required
- Keeping full and proper records.

Additional Responsibilities / Expectations:

- Work in accordance with all internal policies and procedures.
- Adhere to all Health and Safety policies and procedures and use all equipment in a safe and appropriate manner.
- Always compassionate and deserving of trust.
- Willingness to train and develop as required.
- Willingness to commit to our policies around equality and diversity.
- The commitment to be part of the culture of what makes Newlife different and successful.
- Ability to build good appropriate relationships with people at all levels while maintaining confidentiality and respect of your colleagues.
- Any other duties as required from time to time.

Notes:

All offers of employment will be made subject to satisfactory references being received.

All Newlife roles are subject to a 6 months probationary period.

Our Values:

- Always compassionate and deserving of trust - in all we do.
- Making things happen - for those we serve.
- Leading in our field - to make things better
- People at our heart-every day

Interested?

Find out more about Newlife by visiting www.newlifecharity.co.uk and www.newlifestores.co.uk/landing/ or see what the current employees say by visiting www.newlifecharity.co.uk/docs/about/employment.shtml

To apply:

Submit a Newlife application Form which is available from our website or by calling The People Team (01543 431495) or by visiting the SuperStore in Cannock, via online submission, via email to peopleteam@newlifecharity.co.uk or via the post to Newlife Centre, Hemlock Way, Cannock, Staffs, WS11 7GF. Alternatively you can send us your CV.

If you have any problems with completing the application form or would like further information please email call the People Team.

Newlife the Charity for Disabled Children is an Equal Opportunities Employer and a Disability Confident Employer.

Other Info:

Newlife the Charity for Disabled Children - Registered Charity Number: 1170125 in England & Wales

