

PR, Media and Events Specialist

Department:	PR & Media Team
Reports to:	Charity PR, Content & Media Campaign Manager
Direct Reports:	N/A
Designation:	Permanent (4)
Salary:	Between £11.50 and £13.00 per hour dependent on experience
Hours:	35 hours per week (Weekdays 9.30am to 5.00pm) half hour unpaid lunch break
Benefits / Equipment:	Annually 30 days holiday inc. Bank Holidays (210 hours) Access to Newlife Pension Scheme Staff discount, following 12 weeks service Health Cash Plan at level 1, post probation 1 week company sick pay pro rata

About Newlife:

Newlife's mission is to save and the change the lives of disabled and terminally ill children, across the UK. We have over 25 years of success and we continue to help these children and their families, by funding:

- 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

Post Summary:

This is an exciting position within the Charity's Media Team and offers the right candidate the opportunity to develop their skills whilst helping the Charity to be more successful, so we can help more children. We are looking for a creative and enthusiastic new member of the team who can produce engaging content and generate ideas for increasing awareness of Newlife across a range of media including regional and national press, consumer magazines and industry publications serving healthcare, retail, environmental and wider B2B. The post also involves securing speaker and exhibiting opportunities at events and conferences as a well as project managing Newlife awareness activity at events. The post compliments our existing activities and will support the Charity PR, Content and Media Campaign's Manager's remit.

If you feel you have the essential (must have) requirements and can also demonstrate a significant number of points from the desired (could have) requirements shown, please apply.

Essential Requirements:

- Educated to degree level
- One or more years' PR/Communications experience, post degree working in-house or in an agency environment
- Excellent communication skills (writing and verbally), confident and able to work effectively as part of a team and on their own
- Previous experience in pitching ideas to media
- Exceptional copywriting skills for media and other content (reports, leaflets, campaigns)
- Previous experience of drafting and managing production of marketing/communications content
- Experience in events management
- Confident communicator and excellent interpersonal skills
- Emotionally mature
- Professionalism and integrity
- Driving Licence / Access to a Car

Desirable Requirements:

- A 'Can-Do' attitude
- Ability to digest complex information and draft accurate content appropriate to different audiences
- Ideas driven and tenacious with an expert eye and attention to detail
- Previous experience working for a charity

Primary Responsibilities:

In respect of Newlife you will have responsibility for:

- Creating and editing content for news stories, magazine articles, newsletters, leaflets and brochures
- Writing engaging case studies for media, donors and fundraisers
- Sniffing out 'newsworthy' content to support the media aim of the different departments within the charity (care services, fundraising, corporate services)
- Supporting the work of Charity PR, Content & Media Campaigns Manager and working as part of the Media Team deliver the organisation's media strategy
- Managing Newlife's attendance at events and conferences and liaising with third parties
- Attending meetings, taking minutes and distributing them as and when required.

Additional Responsibilities / Expectations:

- Supporting internal communications activities and initiatives
- Working in accordance with all internal policies and procedures.
- Adhering to all Health and Safety policies and procedures and using all equipment in a safe and appropriate manner.
- Always being 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 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, by calling The People Team (01543 431495) or by visiting the SuperStore in Cannock, via online submission, by email to peopleteam@newlifecharity.co.uk or by 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 or 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

