

VACANCY Deputy PR Manager

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| Department: | Media Team |
| Reports to: | Charity PR, Content & Media Campaign Manager |
| Direct Reports: | 2 PR and Creative Copywriters (in absence of Charity PR, Content & Media Campaign Manager) |
| Designation: | Permanent (3) |
| Hours: | 35 hours per week (Monday to Friday 9.30am to 5pm) Occasional working out of hours. |
| Salary: | Between £15.00 - £16.00 per hour dependent on skills and experience |
| Benefits / Equipment: | Annually 31 days holiday inc. Bank Holidays (217 hours) Access to Newlife Pension Scheme Staff discount, following 12 weeks service Health Cash Plan at level 2, post probationary period Two weeks company sick pay |

Post Summary:

We're looking for a confident PR professional with exceptional communication skills who can 'sniff' out news and create outstanding content.

We need someone who is great with words, and who can tailor their writing style to suit the audience. Our press releases are impactful and emotive and aimed to inspire people to get involved, donate money and make changes. We write content for our corporate retailing partners that need to demonstrate an understanding of their commercial, environmental and social objectives. We also write for the families who use our Care Services, explaining clearly and simply what we can do to help and inform them about other services and support available.

Working closely with other departments you will develop and be responsible for the implementation of PR plans to promote the charity's **Care Services**, raise the profile of **Fundraising** successes and initiatives for both corporate and individual supporters, and develop media and other opportunities to showcase the work of Newlife's **Commercial, Retailing and Recycling** work in traditional and on-line media.

We need someone with a 'can-do' attitude who can work proactively to help deliver the PR strategy and who can also make the most of opportunities as they present themselves. As deputy to the Charity PR, Content & Media Campaign Manager, you will be responsible for making decisions in their absence and on the day to day running of the Media Team.

So if you're an experienced PR professional with people management experience and a passion to use your professional skills to help change the lives of disabled children, then this could be the perfect role for you.

Our culture is 'authentic'. Our values are all about people. We are leaders in our field and strive to make things happen. We have great experience of this at work every day and in giving life to our values. We have a history of 27 years of success achieved because our staff are passionate and committed. As a result many of our 450+ staff have very long service.

About Newlife:

Newlife is the UK's leading charity provider of specialist disability equipment, spending £2.5 million a year to help ease the pain and suffering of thousands of disabled and terminally ill children every year.

Without Newlife these children would simply go without the specialist equipment they need to relieve their pain, keep them safe, and give them the opportunity to do the things that many of us take for granted.

We have over 26 years of success and we continue to help disabled children and their families:

- Free national Nurse manned helpline
- Specialist equipment grants
- Emergency equipment loan service
- 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

Essential Requirements:

- An experienced PR professional with at least 5 years' experience and relevant qualifications in PR.
- Experienced Supervisor/ Team Leader / Manager of a small team.
- Experience in writing a diverse range of content for a range of traditional media and on-line platforms.
- Experience in writing impactful, accurate and sensitive copy, for use in a variety of traditional and digital mediums.
- Ability to 'spot the story' and sell it in to national and regional audiences.
- Excellent personal communication skills, able to engage at all levels across the organisation and externally, quickly and confidently.
- A consistent team player with a supportive and motivational approach.
- Flexibility to travel on occasions, attend events etc.
- Proven ability to organise, prioritise and manage the team and own time effectively, when deputising, even when under pressure.
- Well-developed IT skills.
- Prior experience of managing client awareness events.

Desirable Requirements:

- Previous experience of working for a not for profit organisation, writing and editing impactful charity content.
- Prior experience of working for a retail / fashion organisation in PR.
- Experience of building relationships with media and generating opportunities from this.

Primary Responsibilities:

- Deputising for Charity PR, Content & Media Campaign Manager's absence and liaising with other key managers across the organisation to ensure agreed PR plans and initiatives are implemented and successful.
- Drafting a diverse range of content for different audiences including internal and external newsletters, press releases, features and other literature such as a family informative on Disabled Facilities Grants.
- Responding both proactively and reactively to news, stories and updates in support of Newlife's PR strategy.
- Working with other departments to manage Newlife's presence at events and conferences including negotiating speaker opportunities and managing logistics of booking and erecting stand spaces.

- Delivering a fast and accurate response to all media enquiries.
- Being aware of national and relevant 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 and other third parties.
- Understanding Key Performance Indicator (KPI) reports and analytical data to support the further delivery of the strategical objectives.

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

