

JOB DESCRIPTION

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| Job title: | Public Relations Manager |
| Service: | Directorate of Development and External Affairs (DDEA) |
| Salary: | Grade 3 (upper) point 24-28 + £480 homeworking allowance per annum, pro rata |
| Hours: | 30 hours per week (part-time, 4 days per week) (Please note this role is responsible for out of working hours emergency media cover) |
| Location: | Home-based (with travel to London and nationally when required) |
| Responsible to: | Head of Insight and Influencing |

Summary of job:

In the role of Public Relations Manager for Family Action you will develop and implement a robust PR strategy to drive recognition and reputation of our services and brand. This role will have a particular focus on professional audiences and policy makers in order for us to be a stronger voice for families, but will be expected to maximise opportunities relating to the general public where these arise, often in relation to brand work or new service implementation. This role will be media and public affairs focused, building brand awareness, policy influencing and business development opportunities, on a local, regional and national level. As an excellent communicator with strong stakeholder management skills, you will produce and deliver external PR activity in conjunction with our recently restructured Directorate of Development and External Affairs, exploring opportunities to develop our PR function.

Key tasks and responsibilities:

1. Responsible for the development and delivery of a new PR strategy, relating to Family Action's organisational strategy, to influence recognition and reputation of Family Action as a respected service provider and voice for families.
2. Support our influencing of local and national Government, health and social care professionals and other professional stakeholders to help us demonstrate the effectiveness and quality of our services and share how families could be better supported in this country.
3. Act as a spokesperson for Family Action and advise, support and brief other members of staff, including the Executive Group, who represent Family Action in presentations, speeches or interviews.

4. Provide a fast, helpful and efficient response to all external media enquiries, at times out of normal working hours, and including in crisis management situations. This will include being on-call for media enquiries at all times.
5. Sensitively and effectively support with crisis/serious incident communications in order to protect the Family Action brand and reputation and support Family Action staff and service users. This may be required out of normal office hours and may entail liaising closely with commissioners and other stakeholders, as well as their media/comms teams.
6. In conjunction with the Head of Insight and Influencing, support and develop key influencing opportunities related to Family Action strategic priorities e.g. highlighting our expertise in a field of work when a government review, Bill or consultation is in progress.
7. Maintain strong national and trade media contacts and secure meaningful coverage to successfully raise our organisation's profile. Map and build relationships with key print, broadcast and online journalists, influential media, and influencers and bloggers.
8. Support our Services Marketing and Communications Business Partner to develop local and regional PR opportunities to support business development opportunities and improve local awareness of our work.
9. Support brand and fundraising campaigns (in particular our two key campaign periods in the Summer and at Christmas), including liaison with external agencies as required, to align PR planning with Family Action messaging.
10. Work effectively with key stakeholders (such as corporate partners) and their agencies to ensure integrated and effective PR strategies are implemented.
11. Monitor and evaluate PR activities and channels and compile evaluation reports for internal and external use to demonstrate and maintain effectiveness and knowledge sharing. Manage our media monitoring systems.
12. Proactively seek potential Family Action news stories for distribution to the media (online, print, broadcast), writing press releases and co-ordinating forward feature planning and interviews. Be prepared to respond to articles and social media posts that relate to Family Action's work and advise on our organisational response via various channels.
13. An understanding (appropriate to role) of, and comply with, Family Action's procedures for promoting and safeguarding the welfare of children and vulnerable adults.

14. Comply with Family Action's Diversity & Equality Policy and Ethical Policy in every aspect of work and positively promote the principles of these policies amongst colleagues, service users and other members of the community.
15. Comply with Family Action's Health and Safety Policy, Data Protection Policy and protect your own and others' health, safety and welfare.
16. Work flexibly as may be required by the needs of the organisation and carry out any other reasonable duties as required.

PERSON SPECIFICATION

1. A qualification in PR, policy, communications or related disciplines and/or significant relevant professional experience.
2. A track record of successfully managing PR campaigns and independently devising, managing and evaluating media and PR activity. Experience of integrating campaign planning with other teams, such as digital, external and internal comms or fundraising.
3. Extensive experience of developing and delivering media or PR strategies and plans across a variety of on and offline channels, including mainstream media and specialist trade press. Demonstrable success in securing intended media coverage or public affairs interaction.
4. Sound knowledge of a broad range of communications activities such as marketing, digital, social networking, policy and influencing, and events and how these can effectively be supported by PR and media activity and vice versa.
5. Strong written and verbal communications skills – in particular, the ability to summarise specialist subject matter in plain English and flexibility in style to deliver different types of communications via a range of on and offline channels.
6. Experience of delivering consistent organisational key messages across a national organisation, including briefing senior organisational spokespeople for interviews.
7. Adaptable and flexible, with the ability to work on multiple projects and be calm under pressure.
8. Experience of establishing and managing procedures for crisis management and a proven track record of effective crisis management in a complex organisation. A good understanding of child and adult safeguarding considerations would be beneficial.

9. Experience of lobbying or effective utilisation of PR activity for influencing would be beneficial. Understanding of the third sector and family support/children's social care environment would be beneficial.
10. Strong interpersonal skills; proactive, positive and creative attitude to problem solving, willingness to learn and respond to feedback, and the ability to manage internal and external stakeholder relationships, including at the most senior levels.
11. Strong organisational and administrative skills including strong IT skills (Microsoft Word, Excel, PowerPoint, Content Management Systems, mass emailing systems). Experience with a CRM system would be beneficial.
12. A sound understanding of data protection, consent management, intellectual property considerations etc. in relation to media and PR activity
13. A good understanding of the legal landscape relating to media and PR activity
14. Ability to occasionally work outside of office hours or undertake country-wide travel.
15. A commitment to equal opportunities and diversity and equality.
16. Respect and reflect Family Action's values at all times, which underpin Family Action's mission of 'building stronger families' by:
 - a) Being **people** focused
 - b) Having a '**can do**' attitude
 - c) Delivering **excellence** in our work
 - d) Promoting **mutual respect** internally and externally