

Job Description

PR and Communications Officer

Job title:	PR and communications officer
Responsible to:	Communications and engagement manager
Duration:	Permanent
Location:	Head office (Aylesbury)
Working hours:	Part-time (21 hours per week)
Salary:	Full-time equivalent of £23,000 per annum (calculated on a pro-rata basis as £13,800 p/a for a 21-hour working week)

Purpose of job

To work closely with the communications and engagement manager to plan, deliver, and review reactive and proactive PR plans and integrated communications activities to promote and grow key areas of Lymphoma Action's services and generate positive coverage of organisational key messages.

Main duties

PR

- Support the development of PR plans and tactics that are aligned with Lymphoma Action's marketing and communications strategy.
- Develop and nurture media relationships, nationally and regionally, and with trade press.
- Write and sell in media releases and campaign messages. Monitor, evaluate, and report on Lymphoma Action's media activity using Agility software.
- Provide media relations guidance to senior managers and brief the wider staff group on media communications issues. Help deliver media training to staff and/or volunteers as required.
- Provide PR support across all areas and teams, facilitating relationships with media contacts as required.

Communications

- Develop and manage a diverse range of case studies.
- Produce compelling content for blogs and the news and campaigning sections of Lymphoma Action's website, *Lymphoma Matters* magazine and organisational newsletters and ensure content is regularly updated.
- Contribute to the development of campaigns, providing creative, editorial, and operational support.
- Work closely with the communications and engagement manager to engage with target audiences through social media and ensure Lymphoma Action's media and communications activities are actively promoted across all social media platforms.
- Provide support in the development and production of marketing communications for the charity to promote our services and our brand, contributing to organisational KPIs.

- Develop and produce marketing collateral for key areas of work and campaigns to meet stakeholder needs.
- Provide support in the delivery of internal communications strategies.
- Support the ongoing development and embedding of the Lymphoma Action brand and help ensure communications across the charity are consistent and adhere to brand guidelines.

Administration and support

- Assist the communications team in their work and take on other appropriate duties as required – subject to time and commensurate with level of responsibility and salary.
- To monitor social media activity via LA's social media monitoring tools, replying to posts, writing and scheduling social media content.

General

- To contribute to organisational effectiveness through positive team working.
- To represent Lymphoma Action in a variety of settings and to a variety of audiences.
- To meet with the communications and engagement manager for the purpose of regular supervision and annual appraisal.
- To participate in staff training, organisation/team meetings and events, as required.
- To keep up-to-date with developments and learning in the field of cancer-related patient information and support.
- To comply with the organisation's health and safety, confidentiality, data protection and other policies.

Person specification

It is not expected that the successful candidate will necessarily have experience/competency in all the areas highlighted. Lymphoma Action is committed to helping individuals develop professionally and personally, and your application is encouraged.

Education, experience and knowledge
• Educated to degree level or equivalent experience that demonstrates ability.
• Experience of working in PR, communications, journalism (or similar communications discipline).
• A proven track record of generating positive media coverage.
• Experience of using PR within a charity to generate awareness of and support for a cause is desirable but not essential.

Skills and abilities
• Excellent writing skills – able to write engaging copy for different audiences.
• Ability to tell great stories and communicate complex information in a way that is easy to understand.

- Confident communicator with excellent written and verbal communication and interpersonal skills.
- Ability to build effective working relationships both across the organisation and with journalists and spokespeople.
- A good eye for a news story and a proactive approach to sourcing and responding to opportunities and external news/events to promote the work of the charity.
- Ability to plan, deliver, and evaluate PR and communications plans, with a willingness to lead on your own campaigns and support others as necessary.
- Ability to deal professionally and sympathetically with people affected by lymphoma.
- Strong administrative and organisational skills – with the ability to juggle and prioritise multiple tasks, manage workload under pressure and work to deadlines.
- Good attention to detail.
- Ability to work as part of a team
- Excellent IT skills, including Excel, Word and PowerPoint.
- Ability to understand complex health-related and medical issues quickly.
- A recognised qualification in PR or a communications discipline is desirable but not essential.
- Experience of working within the health/cancer services/pharmaceutical sector is desirable but not essential.
- Experience of using a website CMS and drafting content for social media is desirable but not essential.

** The role includes some travel for the purpose of training and attending external meetings. Occasionally, there may be the need to work at weekends or during anti-social hours, for which notice and time off in lieu will be given.*