



PR & COMMUNICATIONS EXECUTIVE

Department:	Fundraising & Engagement
Job title:	PR & Communications Executive (3 days per week)
Accountable To	Marketing & Communications Manager
Based at:	Head Office
Salary:	Up to £28,000 (pro rated to £16,800)

Rainbow Trust Children's Charity enables families who have a child with a life-threatening or terminal illness to make the most of time together, providing expert, practical and emotional support, where they need it for as long as it is needed.

Job Summary

The PR & Communications Executive will work closely with the Marketing and Communications Manager, Fundraising and Engagement team and Care teams to drive forward awareness of Rainbow Trust amongst our target audiences.

The post holder will be responsible for managing our press and media strategy to deliver our fundraising and brand awareness goals to strengthen our position as experts in children's palliative care.

The post holder will live the Rainbow Trust Values.

Areas of Responsibility

(specific to role)

- Generate creative, engaging content and ideas for fundraising, brand awareness and advocacy campaigns that drive increased targeted engagement to showcase our work and deliver our fundraising ambition. (nationally & locally).
- Identify and write compelling stories and leverage them to media outlets to raise our profile and to aid supporter, campaigner and celebrity and influencer recruitment.
- Develop and maintain effective relationships with celebrities that increase Rainbow Trust's profile amongst key audiences.
- Produce long-form content production, including interviewing families with seriously ill children, for audiences across a variety of channels.
- Support delivery of media appeals, including press, radio and BBC Children in Need.
- Develop and maintain effective relationships with key external contacts eg. supporters, influential individuals, organisational decision makers, committees, media contacts and suppliers.
- Undertake research to support fundraising, awareness and political campaigns.
- Ensure that effective measures are in place across the department to respond effectively and promptly to enquiries and requests received direct from supporters/ donors and colleagues and their reasonable expectations are met.
- Ensure effective media monitoring and analysis is conducted.

General Responsibilities

Leadership and Strategy

- Contribute to the strategic planning and develop objectives to meet the organisations plans.
- Act as representative of the charity to a variety of external and internal audiences and in diverse contexts.
- Operate in compliance with relevant legislation, best practice and organisational policies.
- Commit to Performance Management Process and develop learning objectives to meet business plan.
- Commit to own professional development.
- Live the Rainbow Trust values.
- Provide guidance and direction for volunteers

Operational and Project Planning

- Take individual responsibility for agreed objectives, targets and budgets.
- Develop project plans to support work programme activity, identifying key milestones, success criteria, KPIs and resource requirements.
- Monitor project and work programme progress and report any variance.
- Organise own time and resources effectively and use initiative.
- Contribute to team and department planning events and activity.

Working with Customers and Service Delivery

- Maintain effective relationships with donors, supporters, media representatives and suppliers.
- Promote a culture of effective supporter care.
- Ensure requests for information and action from supporters are responded to promptly and their reasonable expectations are met.
- Relay information and supporter contact via the required internal mechanisms.
- Ensure that service delivery and contact with supporters is characterised by the principles of good supporter care/donor stewardship.
- Deliver direct services to both supporters and colleagues to acceptable professional standards and supporter care policy.
- Report any complaints received to the team from supporters, suppliers or any other external or internal contacts.

Developing, Maintaining Systems and Procedures

- Contribute to wider data collection and analysis exercises across the department.
- Ensure compliance with data protection guidelines and corporate policy.
- Report against monthly plans, identify variances and make appropriate recommendations.
- Ensure that data relevant to area of responsibility and activity is appropriately recorded and stored in CRM database.
- Ensure regular data cleansing is actioned and contacts are current.
- Maintain accurate filing system for the PR team.

People Management and Development

- Provide direction, guidance and support to volunteer.
- Support in the recruitment and retention of high calibre volunteers and interns through effective supervision (following best practice guidelines for managing volunteers/interns).

Team Working and Collaboration

- Contribute professional knowledge and expertise to teams and department development, service delivery, monitoring and evaluation
- Collaborate effectively with all teams to deliver on priorities and objectives
- Act as a source of knowledge and expertise to colleagues
- Champion business improvement and people development initiatives
- Provide guidance and support to junior staff members and volunteers
- Proactively participate in team meetings and staff conference
- Contribute to team building initiatives and activities

Special Conditions

- Out of office work will be required from time to time in order that the organisation is able to deliver on its commitments to its stakeholders.
- Flexible working to support evening and weekend events.
- Some UK travel may be required from time to time.
- All staff have a responsibility to maintain an up-to-date knowledge and awareness of issues around the safeguarding of children, through (at least) the completion of the relevant training, at a level commensurate with their role
- All staff must adhere to, Rainbow Trust's safeguarding policies and procedures
- The list of responsibilities outlined above are not intended to be exhaustive and the post holder may be required to carry out other reasonable tasks or responsibilities under the direction of the HR Director.

ESSENTIAL

DESIRABLE

Experience

(Previous roles, types of organisations)

- Experience of delivering a press office function.
- Experience of tailoring communication messages to key audiences/ channels in all sections of the community, including media
- Experience in building effective internal and external relationships

- Experience in developing or delivering a communication and media strategy
- Worked in an SME or Charity environment
- Volunteer/intern management

Special Competencies

(Specific job-related skills knowledge understanding)

- Knowledge of principles of relationship management and good customer care
- Clear and creative written communicator
- Confident oral communicator; face to face and over the telephone
- Strong MS Office knowledge and CRM database skills
- Confident and enthusiastic presenter and networker

Disposition

(Influence over others, dependability, self-reliance)

- Confident, persuasive and enthusiastic, engaging the commitment of others
- Firm, goal-oriented, yet motivational leadership style
- Influencer - who stimulates others into action
- Poised and outgoing - building rapport & developing relationships with others
- Multi-tasker with a sense of urgency for goal achievement
- Effective delegator with accountable follow-up on timeliness and quality
- Ability to learn quickly and thoroughly and adapt to change

PERSON SPECIFICATION

PR & Communications

Executive



SUPPORTING FAMILIES
WITH A SERIOUSLY ILL CHILD

ESSENTIAL

DESIRABLE

Thinking Style

(Practical, conceptual, innovative, traditional, change orientated)

- Idea generator – innovative and creative problem solver
- Timely decision maker, in response to varied activities and changing conditions
- Action orientated and collaborative
- Practical and results focussed
- Big picture thinker

Attainments

(Academic & prof qualifications & training)

- Educated to degree level/or equivalent experience

Motivation

(Ambition, money, security)

- Recognition and reward for achieving results through people
- Enjoys opportunities to influence and working on multiple projects

Circumstances

(Mobility, special demands of job, unsocial hours)

- Commitment to own continuing professional development
- Ability to work flexibly
- Some out of office work and UK travel may be required