

PR & EXTERNAL COMMUNICATIONS MANAGER

Department:	Fundraising & Engagement
Job title:	PR & External Communications Manager
Reports to:	Head of Engagement
Responsible for:	Volunteers
Based at:	Head office
Salary:	Up to £36,000

Job Summary

Working closely with the Fundraising, Engagement and Care teams this role will drive forward awareness of Rainbow Trust amongst our target audiences.

This role will involve collaborating with colleagues on our communication and media strategies, and delivering plans to support fundraising activity, and strengthen our position as experts in children's palliative care.

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.



Areas of Responsibility

(specific to role)

Strategy and communications

- Reporting to and working with the Head of Engagement you will develop and deliver the communication and media strategies to increase profile with key audiences
- Identify, understand and target key audiences
- Generate creative, engaging content and ideas for fundraising and brand awareness campaigns that drive increased targeted engagement to showcase our work and deliver our fundraising ambition
- Work with Policy and Public Affairs Manager to develop compelling policy campaigns that drive change and awareness in the children's palliative care sector
- Identify and write compelling stories, including from our research and policy output, and leverage them to raise our profile
- Lead on long-form content production, including interviewing families with seriously ill children, for audiences and a variety of channels
- Manage pro bono PR agencies to ensure successful delivery of media campaigns

Influencer and celebrity management

- Lead on the cultivation and stewardship of influencer and celebrities to support fundraising plans and our 'expert' position

Media management

- Responsible for a proactive and responsive press office function that secures coverage
- Protect our reputation, providing crisis management plans and respond to situations that require media guidance
- Develop and maintain relationships with journalists, suppliers and relevant sector influencers
- Brief and train spokespeople for interview

Reporting

- Provide regular reporting to monitor impact and generate insight to improve performance and ROI.

General Responsibilities

Leadership and Strategy

- Develop and execute media strategy and plans across all media
- Provide positive leadership, guidance and direction to volunteers and interns to meet and exceed deadlines and targets and achieves buy-in for new initiatives
- Act as representative of the charity to a variety of external and internal audiences, representing the charity at relevant networking events and opportunities; acting as an ambassador for the organisation
- Proactively develop relationships in the sector and maintain awareness of sector developments and campaigns to drive forward an innovative team culture
- Take responsibility for own professional development Live the Rainbow Trust Values and model the defined Leadership Qualities
- Commit to Performance Management Process (PMP) and develop stretching objectives to meet business plan.

Operational and Project Planning

- Develop own individual work programme in consultation with line manager to weekly, monthly, quarterly and annual timeframes that aligns to Rainbow Trust's strategies and plans
- Lead, oversee and support projects and activity relevant to role, to ensure work is completed to budget and timescale and report any variance
- Develop and project manage the delivery of fundraising and brand communications campaigns
- Ensure all delivery has the necessary checks in place to protect our reputation and brand
- Oversee the management of the family story process
- Negotiate with suppliers to ensure best value for money is obtained
- Contribute to team and department planning events and activity
- Develop and implement risk and crisis management media strategies as required
- Interpret and use all available management information to make decisions and recommendations
- Organise own time and resources effectively and use initiative.

Working with Customers and Service Delivery

- Develop and maintain effective relationships with key external contacts e.g. supporters, influential individuals, organisational decision makers, committees, media contacts and suppliers
- 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 that the department policies and procedures are underpinned by excellent marketing and communications techniques
- Model good supporter/donor care practice and behaviours
- Ensure requests for information and action from supporters/colleagues are responded to promptly
- Deliver direct services to both supporters and colleagues to acceptable professional standards and corporate guidelines
- Ensure complaints are managed promptly and effectively, conducting investigation when necessary, or referring up any of a serious nature

Developing, Maintaining Systems and Procedures

- Keep abreast of sector and political developments that may impact on Rainbow Trust and its work and to advise and communicate to colleagues how best to address such changes
- Ensure effective media monitoring and analysis is conducted
- Ensure that data relevant to areas of responsibility and activity is adequately recorded and stored
- Report against plan monthly, identify variance and make appropriate recommendations
- Ensure that data relevant to area of responsibility and activity is appropriately recorded and stored in Donorfy
- Ensure regular data cleansing is actioned and PR and Communications contacts are current
- Ensure systems and processes for managing data comply with the organisation's data protection obligations, charity law and other legal requirements and take

People Management and Development

- Recruit and retain high calibre volunteers through effective supervision (following best practice guidelines for managing volunteers), including providing relevant development opportunities
- Recognise and value the contribution of volunteers.
- Manage the press office, working closely with the digital team
- Keep under review the resource requirements and recommend future requirements to the Head of Engagement
- Take personal responsibility for own continuous professional development, bringing the learning back into the workplace
- Attend training as necessary to meet changing needs, new technological developments, and service requirements responsibility for ensuring this is carried out across the organisation

Team Working and Collaboration

- Develop and maintain strong relationships with the care teams to deliver relevant family stories for PR and Communications use
- Ensure staff are well briefed on key communications issues
- Enhance communications with colleagues and develop an understanding of the charity's work and needs of its users
- Actively participate in the implementation of continuous business improvement and people development initiatives, including buddying, PI and SBI processes
- Collaborate effectively with colleagues in all teams to deliver on priorities and objectives
- Proactively share professional knowledge and expertise to colleagues and provide timely advice in line with policies and procedures
- Proactively participate in team meetings and away days, including the annual staff conference.

Special Conditions

- Some out of office work may be required from time to time in order that the organisation is able to deliver on its commitments to its stakeholders. Some out of office hours may be required to facilitate this
- Some UK travel will 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 a manager.

PERSON SPECIFICATION

PR & Communications Manager

ESSENTIAL

DESIRABLE

Experience

(Previous roles,
types of organisations)

- Experience operating at a managerial level in PR or communications
- Experience of delivering a press office function and crisis management
- Experience of tailoring communication messages to key audiences/channels in all sections of the community, including the media,
- Experience in developing and delivering a communication and media strategy
- Experience in building effective internal and external relationships

- 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)

- 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 Manager

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 & professional qualifications & training)

- Educated to degree level/or equivalent experience

Motivation

(Ambition, money, security)

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

Circumstances

(Mobility, special demands of job, unsocial hours)

- Commitment to own continuing professional development
- Some out of office work and UK travel
- Driving license

It is an expectation that all our employees are double vaccinated against Covid-19 (unless medically exempt).