

Job Description

Job Title:	Media & PR Manager
Reports to:	Director of Marketing & Communications
Grade Band:	C
Location:	Home-based, with travel to meetings and events as required

Purpose

To develop compelling strategic communication strategies to tell the Shaw Trust story. Craft engaging content, nurture relationships with journalists and increase our profile.

To be responsible for leading and mentoring a small communications team. Collaborate closely across both Marketing and Communications and Public Affairs activity. Identify PR opportunities for our campaigns, and standalone opportunities to increase our visibility.

Main Duties and Responsibilities

1. Own pro-active and reactive strategic communications to tell the story of Shaw Trust and our social impact, increasing our profile, reach and impact.
2. Manage an effective press office function, managing all media inquiries and interview requests. Ensure clear procedures are in place, enabling members of the communications team to support and deputise.
3. Develop and maintain strong relationships with journalists across national, regional, sector and other media relevant to Shaw Trust's mission.
4. Own and implement reputation and crisis management processes, providing advice and guidance to senior leaders.
5. Support internal spokespeople with media opportunities, providing briefings, preparation and feedback as necessary.
6. Develop engaging, impactful written content, including press releases, articles, blogs and social media content.
7. Seek opportunities for 'thought leadership' for Shaw Trust SLT. Develop issue-led media hooks, and capitalise on issues that can provide a platform for social media engagement.
8. Own the external communications grid, ensuring key internal stakeholders are aware of planned activity. Ensure forward planning to take advantage of existing media moments, identify gaps and mitigate against potential clashes/conflicts.
9. Work collaboratively across marketing and communications to identify and realise opportunities for PR alongside traditional and digital media channels to maximise reach and impact.

10. Collaborate with the Executive Office to understand public affairs activity and influencing agenda. Support with communications plans to amplify activity to demonstrate Shaw Trust influence in key policy areas to a wider audience.
11. Oversee news monitoring and dissemination to relevant colleagues and stakeholders. Identify opportunities for proactive steps to tell the Shaw Trust story and to challenge incorrect, stigmatising and discriminatory reporting of people facing barriers to work and social inclusion.
12. Work closely with relevant colleagues to ensure that people with lived experience are represented and involved with our media and PR work as appropriate.
13. Champion the impact of the impact of our media & press work. Ensure all monitoring and evaluation of all activities, co-ordinating with wider evaluation plans as required.
14. Manage the development, design and promotion of Shaw Trust's annual Impact Report.
15. Line manage a team of Communications Officers in line with agreed HR policies and procedures. Ensure that line reports have clear objectives, regular support and supervision. Compete appraisals and personal development plans as appropriate.
16. Manage budgets for discrete projects.
17. Manage any external consultants, agencies and suppliers, to deliver work on time, within budget and in line with organisational policies and best practice.
18. Deputise for the Director of Marketing and Communications as required.
19. Any other duties as requested or required by the line manager.

Other

1. To undertake any further training as identified in the Shaw Trust review procedures.
2. Ensure that safe working practices are followed in respect of COSHH and other Risk Assessment control measures.
3. Employees must comply with the provisions of 'The Health and Safety at Work Act 1974' and must take reasonable care for the health and safety of themselves and of other persons who may be affected by their acts of omissions whilst at work. Employees are also required to co-operate with their employer to enable them to perform or comply with any statutory provisions. The Trust's efforts to promote a safe and healthy working environment can only succeed with the full co-operation of its employees.
4. To understand, comply with and promote Shaw Trust's safeguarding policy and procedures. It is the responsibility of all employees to make the working environment safe and secure for all. Everyone must adhere to the 5 Rs in relation to possible abuse: Recognition, Response, Reporting, Recording and Referral. The Trust can only ensure its dedication to the protection of vulnerable people with the full cooperation of its employees.
5. The Trust has a Diversity and Inclusion Policy and it is the responsibility of all staff to comply with this. The key responsibilities for staff under this Policy are set out in the Trust Code of Conduct.
6. To maintain the confidentiality about clients, staff and other Trust business. The work is of a confidential nature and information gained must not be communicated to other persons except in the recognised course of duty. The post holder must meet the requirements of the Data Protection Act at all times.
7. To maintain awareness of risk and to take personal responsibility for ensuring that the Trust is not unnecessarily exposed to risk. To report any issues or concerns relating to risk and the effectiveness of the Trust's risk management arrangements.
8. Be aware of, promote and implement Shaw Trust's Risk, Quality and Information Security Management Systems.
9. To report to line manager, or other appropriate person, in the event of awareness of bad practice.
10. Recycle and manage energy within your environment in line with Shaw Trust's Strategic aim to adopt green approaches and become carbon neutral.

This job description is intended to provide a broad outline of the main duties and responsibilities only. The post holder will need to be flexible in developing the role in conjunction with the line manager. The post holder may be asked to carry out any other delegated duty or task that is in line with their post.

<p align="center">Person Specification Media & PR Manager (E=Essential D=Desirable)</p>
<p>SKILLS AND CORE COMPETENCIES</p>
<p>Technical competency (qualifications and training)</p> <ul style="list-style-type: none"> • Educated to degree level and/or significant experience within a relevant field (E) • Membership of relevant professional body or equivalent experience (E) • Demonstrable evidence of Continuing Professional Development (E)
<p>Experience</p> <ul style="list-style-type: none"> • Extensive experience of media and PR work, with a proven ability to deal with journalists robustly and fairly (E) • Existing contacts with media with interests in Shaw Trust's areas of work, or the ability to develop these relationships at pace (E) • Experience of providing strategic communications advice, including reputation management to leaders of a large, complex organisation (E) • Track record in developing new ideas and initiatives and ability to successfully 'sell in' to senior colleagues and media contacts (E) • Experience of managing multiple projects, meeting tight deadlines and adapting effectively to changing priorities (E) • Experience of best practices approaches to monitoring and evaluation of strategic communications activity (E) • Experience / knowledge at least one of the following sectors: the third sector, local government, central government, children's care, employability, and social mobility (D)

Skills and Attributes

- Demonstrable experience of successfully working to targets. (E)
- Excellent copywriting, proof reading and editing skills (E)
- Ability to communicate complex issues simply, and develop raw data and insights into actionable content (E)
- Excellent verbal and written skills and ability to communicate concisely and effectively (E)
- Sound judgment with regard to the disclosure of information, and a strong sense of the issues and sensitivities facing Shaw Trust (E)
- Understanding of data protection and information security (E)
- Ability to work on own initiative, as well as in a team (E)
- Able to demonstrate being highly organised, to multi-task, manage multiple deadlines and be able to deliver to agreed target dates while dealing with unpredictable events (E)
- Creativity to innovate and continuously improve strategic communications output to increase effectiveness of activity (E)
- Experience of developing effective relationships with a range of stakeholders, including communicating an understanding of those we support and the barriers they may face (E)
- Understanding of our target audiences and the barriers they may face (D)
- Understanding of behavioural insights and behaviour change communications (D)
- Excellent IT skills, including familiarity with Microsoft Office and media monitoring software (E)

Personal qualities, communicating and relating to others

- Excellent interpersonal and communication skills (E)
- Collaborative at all levels (E)
- Able to demonstrate being highly organised, have good planning skills and be able to deliver to agreed target dates (E)
- Resilient, flexible, adaptable and innovative (E)
- Good at building relationships with both internal and external stakeholders (E)
- Ability to use initiative when required and take a problem-solving approach to work tasks (E)
- Ability to work well as part of a team and independently when required (E)
- Calm under pressure and copes well in a rapidly changing environment (E)

Safeguarding

- Be able to display an awareness, understanding and commitment to the protection and safeguarding of young people and vulnerable adults (E)
- This post requires a Disclosure and Barring Service Check at a basic level (E)

Other

- Have an understanding of and be able to demonstrate a commitment to Equal Opportunities and Diversity (E)