

Job Description:

PR Officer

Job Purpose:

The PR Officer will work within the PR and Communications team in order to maintain our status as the leading brain tumour voice in the media through innovative and pioneering PR initiatives. The team's work puts patients and bereaved families at the centre of what we do in order to raise awareness and acquire new supporters.

They will be part of a highly motivated and effective team, building loyalty with our supporters and developing strong relationships with families who have been affected by this devastating disease.

PR Officers have responsibility for a specific region and work to ensure people across that region are increasingly aware of Brain Tumour Research and the work that we do.

Contract: Permanent, Full Time – 35 hours pw

Location: Head Office in Milton Keynes. Hybrid working model, team members are expected to be in the office for a minimum of three days per week.

Role reports into: PR Manager

Direct reports: None

Main duties include but not limited to:

- Raise the profile of Brain Tumour Research and strengthen the reputation of the charity through print, broadcast and online media, both nationally and regionally, in order to fuel the exponential growth of the charity
- Achieve individual targets and contribute to team targets agreed with PR Manager
- Write and pitch stories in an engaging and concise way, promoting our key messaging and core campaigns
- Work closely with the Community Fundraising team in your region in order to strengthen existing relationships, develop new ones, and maximise fundraising opportunities
- Work closely with the Digital Marketing team to maximise reach opportunities
- Build communities through working with regional as well as national media so that Brain Tumour Research is top of mind when someone in a community is diagnosed with a brain tumour
- Respond to incoming media inquiries

- Track PR coverage
- Support and promote awareness and fundraising activities
- Write and proof-read press releases and case studies and, where appropriate, maximise coverage of each
- Conduct case study interviews and produce compelling human-interest stories and feature articles
- Ensure that central administration systems in place at Brain Tumour Research are complied with and that all information relating to contacts are correctly entered onto Brain Tumour Research's database
- Ensure that all relevant charity and other legislation is complied with
- Comply with Brain Tumour Research's internal policies as appropriate
- Undertake any other reasonable duties as required by the Director of Marketing and Communications

Qualifications, Skills and Experience

Essential:

- Bachelor's degree in public relations, media communications or a related field, or similar professional level of experience of at least two years
- Demonstrable track record of generating effective PR coverage
- Sharp news sense, solid understanding of how the media works and ability to create and tailor content for a variety of print/digital and broadcast outlets
- Ability to consistently deliver key messaging
- Being able to work closely with those diagnosed with a brain tumour and families affected by a brain tumour diagnosis or loss
- Strong English written and oral skills, and ability to write compelling, engaging and concise copy
- Attention to detail in terms of spelling and grammar, and editing others' work
- Ability to prioritise and meet deadlines whilst remaining adaptable to a fast-moving news agenda
- Strong interpersonal skills, ability to work within a close-knit team and establish rapport with colleagues and stakeholders over the phone / via email / face to face
- Ability to handle difficult and sensitive issues, and to interact with empathy, compassion, tact, diplomacy and patience
- IT skills including detailed knowledge of using Microsoft Word and Microsoft Outlook and familiarity with using social media to promote organisational aims
- Effective organisational, planning and prioritisation skills

Desirable:

- Existing media relationships and an affinity for building positive and supportive rapport with journalists
- Experience of working in a newsroom
- Experience of working in the charity sector
- Experience of working with a contact management system
- A keen interest in the media landscape including the public affairs arena