

Job Description

Job Title:	PR and Campaign Manager
Department:	Communications
Reports to:	Head of Communications
Direct Reports:	Digital Media Editor and Communications Officer
Location:	Head Office, London, W6
Purpose of the Role:	To create, plan, lead and deliver communications campaigns and other media activity to raise awareness and understanding of the Charity's work.

Key Responsibilities and Accountabilities:

- 1. To manage the Turn2us press office function in order to develop our reputation as a leader in our field so we can help more people struggling with money.**
- 2. To develop, deliver and evaluate a series of campaigns which challenge the perception of poverty and help more people struggling to cope find the support they need. To help raise the profile of the Charity to support fundraising and income generation.**
- 3. To build and manage stakeholder relationships including other charities, advocates, VIP supporters such as celebrities and case studies who can help raise profile of the Charity and the real impact of poverty.**

Duties:

- 1. To manage the Turn2us press office function in order to develop our reputation as a leader in our field so we can help more people struggling with money.**
 - Draft and distribute press notices, media comments, features and letters to editors, often to tight deadlines
 - Harness the news agenda and market broader knowledge and expertise to contribute to existing stories
 - To support the Fundraising and Operations teams with targeted media support for campaigns, activity and partnerships
 - To be the lead for gathering a suite of powerful case studies or personal stories for use across the and in print via digital media
 - To support the delivery of digital first supporter journey's that recognise people's different relationships with the Turn2us seek to deepen and evolve them over time
 - Identify key media contacts and building and maintaining relationships
 - Manage the out-of-hours press phone.
 - Manage and mentor Communications Officer and Digital Editor.
- 2. To develop, deliver and evaluate a series of campaigns which challenge the perception of poverty and help more people struggling to cope get the help they need. To help raise the profile of the Charity to support fundraising and income generation.**

- Develop compelling campaigns that resonate with target audiences across paid, owned and earned media, using data and insights.
 - Develop an advocacy programme to break down the barriers or systems triggering people to fall into poverty.
 - Understand policy areas such as financial inclusion, personal finance and regulated financial services to ensure our campaigns seek to tackle the problems faced by people directly affected by poverty.
 - Take responsibility to keep the profile of poverty high on the public agenda by planning activities and events to make sure this happens.
 - Identify tactical opportunities for campaigning on emerging issues, delivering campaigns and project work which mobilise action from new and existing supporter base.
 - To amplify campaigns with focused fundraising and service delivery messages where appropriate, working closely with colleagues across the Charity to plan and deliver activity.
- 3. To build and manage stakeholder relationships including other charities, advocates, VIP supporters such as celebrities and case studies who can help raise profile of the Charity and the real impact of poverty.**
- Responsible for delivering the Turn2us celebrity strategy to ensure that the charity's activities are supported by high-profile individuals where appropriate.
 - Provide advice and briefings to senior staff, internal colleagues, case studies and third party spokespeople such as case studies to help them effectively deliver messages when they represent the Charity in the media or at events
 - Develop ideas and run projects to engage and collaborate with charities and organisations, working with the Engagement team, to promote the Charity's objectives and gain support for campaigns

These are the normal duties, which the Charity requires from the position. However, it is necessary for all staff to be flexible and all employees will be required from time to time to perform other duties as may be required by the Charity for the efficient running of the charity. This Job Description is non-contractual. It will be reviewed from time to time and may be subject to change. The post holder will be expected to ensure that their work complies with contractual terms and conditions, the Charity's policies and procedures and key legislation, including the General Data Protection Regulation (GDPR) and charity law.

Person Specification

Education:

Necessary:

- Educated to degree level, or equivalent written and analytical skills

Professional Qualification:

Necessary:

- Relevant vocational qualification – for example media, PR, communications, journalism

Desirable:

- Membership of appropriate professional body

Skills:

Necessary:

- Exceptional writer with experience of producing copy for a variety of audiences
- Experience in editing and managing the production of copy from others, either in press office, news room or communications team context
- Comfortable with being able to publish on a range of platforms and CRM and CMS systems
- Project management with specific experience in managing awareness campaigns
- Strong attention to detail

Knowledge:

Necessary:

- Awareness of the issues relating to poverty in the UK
- Awareness and strong working knowledge of the sector with specific experience with similar charities desirable
- Strong understanding and contacts with journalists, editors and producers across all mediums including print, online and broadcast
- Understanding of Data Protection legislation/GDPR and implications for managing stakeholder data

Desirable:

- Understanding of the political landscape in UK including Westminster, the devolved parliaments and local authorities

Experience:

Necessary:

- Experience of planning and developing marketing and media campaigns
- Experience of managing large scale, national, public communication campaigns
- Ability to manage suppliers
- Working knowledge and experience of setting up systems to monitor and evaluate the effectiveness of communication activities

Personal Attributes:

- Strong leadership skills with the ability to work with other departments to achieve objectives
- Ability to manage workload and delegate when required
- Ability to plan, prioritise and deliver multiple projects and a work programme to agreed deadlines

- Interpersonal skills and the ability to build effective and collaborative partnerships
- A positive and energetic approach to problem solving
- Highly motivated with an ability to work on own initiative and work proactively in key areas of responsibility
- To travel to meetings across the UK when needed
- Personal values reflect those of Turn2us –Compassionate, Open, Collaborative, Innovative, Driven