

**Job profile**

**Job Title: PR & Media Manager**

**Responsible to: Head of Communications**

**Salary c£37k per annum**

**Position: Permanent, full time, 37.5 hours per week**

**Location The Poppy Factory, Richmond, Surrey**

**Role Purpose**

* To develop and deliver a national PR & Media strategy that supports the organisation and overall communication strategy.
* To work in close partnership with the Fundraising and Employability Services to develop integrated plans that boost funds and support campaigns/projects.
* To raise the profile of the Poppy Factory across the UK and support the extension of its employability service to wounded, injured and sick (WIS) veterans.
* To deliver high quality proactive and reactive communications to promote and protect the profile and reputation of The Poppy Factory.
* To be a member of the Poppy Factory’s communications team and actively contribute creative ideas and innovative plans.

**Key Responsibilities**

The PR & Media Manager will:

* Work with the Head of Communications to further develop and implement an integrated PR and media strategy, using a range of communications channels including national, regional/local media, online, social media and video.
* Create innovative PR campaigns, to support fundraising and the employability service, that raise The Poppy Factory’s profile, help boost funds and extend its reach into other key areas.
* Advise the organisation on PR and media plans that link into the overall communications strategy and organisational priorities.
* Identify proactive and reactive opportunities where The Poppy Factory can have a voice as the leading UK charity to support veterans with health conditions or impairments into employment.
* Develop and maintain relationships with national and local journalists to create a positive image and raise awareness of The Poppy Factory, whilst also being the first point of contact for all journalists.
* Identify spokespeople for The Poppy Factory and ensure they are media trained.
* Actively gather case studies to support PR activity with a focus on ensuring usability in multiple formats (e.g. written, broadcast, video, audio).
* Work with marketing and communication colleagues to put in place integrated plans and identify emerging communications initiatives to engage with different audiences.
* Work with the Head of Communications to recruit and cultivate celebrities and VIPs that can support and enhance the work of The Poppy Factory.
* Evaluate announcements and campaigns by producing reports that highlight best practice and targets achieved.
* Advise and support colleagues on difficult and contentious issues by preparing handling plans and statements for potential reputational issues.
* Work with the fundraising team on developing submissions for charity media appeals throughout the year.
* Deputise for the Head of Communications when required.
* Work flexibly to meet and support changes to the organisation/environment and undertake any other duties as required within the level and scope of the responsibilities of the role, including travel and working out of hours when required.
* To be an ambassador for the Poppy Factory, working in accordance with its vision, mission and values.

**Person Specification**

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| Criteria | Essential | Desirable |
| Qualifications | * Educated to degree level or equivalent experience |  |
| Experience | * Significant experience of developing and delivering PR and media strategies * Significant experience in handling media and selling in stories * Demonstrable experience of working at part of a team and independently * Experience of managing projects, delivering on time and on budget | Experience gained within the charity or not for profit sector  Experience of the military sector |
| Knowledge & Skills | * Knowledge and experience of handling the media including print, broadcast and social media * Confident in a wide range of communications channels and modern and emergent communications and marketing techniques * Excellent oral and written communications skills. * Creative thinker with strong analytical skills able to assimilate information quickly * Political awareness * Able to work effectively under pressure and dealing with conflicting priorities * Proven ability to handle sensitive, confidential issues * Familiarity with a range of IT systems * A clear and in-depth understanding of social media * The ability to use social media channels and contribute to social content across a variety of platforms | Knowledge of public policy in the field of disability and employment |
| Personal Attributes | * Resilient and tenacious in approach to challenges * Comfortable working in a diverse environment * Self-starter, strives to achieve excellent results * Open to new ideas and perspectives * Empathy with needs of the Poppy Factory’s client group * Acts as a role model and leads by example |  |

**Company Information**

The Poppy Factory is an independent charity which was founded in 1922 with the object of providing paid employment opportunities for disabled ex-Servicemen and women. A factory was established in Richmond to make poppies and other commemorative items to achieve this purpose. The products are sold under special arrangements to The Royal British Legion.

Whilst the charity continues to provide paid employment through its Factory for disabled ex-Servicemen and women, it also facilitates paid and meaningful employment opportunities for wounded, injured and sick (WIS) ex-Servicemen and women throughout England and Wales, via its community based employability service. We can also provide assistance in Northern Ireland.

This is an excellent opportunity to join The Poppy Factory at an exciting period of expansion in its activities supporting veterans. We hope you are inspired to join us in our important and exciting work to create a world in which every workplace values disabled veterans.

**How to apply**

To apply for this position please prepare your CV and a covering letter clearly outlining how you meet the essential criteria in the person specification. You may address your covering letter to Joanna Jacobson, Head of Communications.

The deadline for completed applications is midnight on **15th May**. Please note that we cannot accept late or incomplete applications. Interviews are expected to take place in week commencing **21st and 28th May**.

For an informal conversation about the role, please contact Joanna Jacobson on 020 8939 1879.

[Apply for the role of **PR & Media Manager**](https://poppyfactory.has-jobs.co.uk/pr-media-manager-london/205181/0/apply)

**Benefits, terms and conditions**

The Poppy Factory aims to be a model employer and offers equitable terms & conditions of employment and a range of enhanced benefits, as outlined below:

**Salary:** All our salaries are benchmarked based on the requirements of the job description and comparable roles in the charity sector. Salaries are subject to annual review.

**Hours of Work:** Unless otherwise stated, contracts are normally offered on a full time basis, 37.5 hours a week, Monday to Friday.

**Location:** The Poppy Factory, 20 Petersham Road, Richmond, Surrey TW10 6UR (or home based if applicable).

**Contract:** unless advertisement states otherwise all posts are offered on a permanent contract (subject to completion of a six-month probationary period).

**Pension:** on completion of three months service staff will be auto-enrolled into the Poppy Factory occupational pension scheme offered by Standard Life. Contribution rates on auto-enrolment are 1% employer and 1% employee (via salary sacrifice). Staff may choose to increase their contribution rate to either 2.5% or 5%. The Poppy Factory will contribute double the rate i.e. 5% or 10% respectively.

**Annual Leave:** Full time staff entitlement is 24 days per year with 1 day’s additional leave on completion of 3, 4, 5 and 9 years’ service (i.e. to a maximum of 28 days) plus 1 day in lieu of Armistice Day plus public holidays.

**Reservists Leave:** Staff who are members of the Reserve services are entitled to five days paid leave to support their reservist activities.

**Life Cover:** Life insurance cover of 3x annual salary.

**Employee Assistance Programme**: 24 hour/365 days confidential service offering a wide range of advice and support.

**Family Friendly:** Enhanced parental benefits (subject to meeting statutory requirements).

**My Work/Life Benefits:** Childcare vouchers scheme (via salary sacrifice), cycle to work scheme, and access to our benefits portal offering a wide range of discount vouchers and promotions for high street shopping, restaurants, experiences and days out.

**Equality, Diversity and Inclusion**

We are committed to equality, valuing diversity and promoting inclusion within our workforce, including the volunteers who give their time to us. We work to maintain an environment where the needs and aspirations of all employees are met, irrespective of characteristics protected under the legislative framework of the Equality Act 2010. We expect everyone to understand and accept their personal responsibility to recognise and value differences and the unique contributions that people make to the way we deliver our work.

As an equal opportunities employer our commitment is to take positive measures to recruit people from underrepresented groups, and we actively encourage applicants from diverse backgrounds. As a Disability Confident employer, we offer a guaranteed interview for any job applicant with a disability who meets the essential criteria for the role. Please indicate in your application if you wish to be considered under this scheme. We are also happy to discuss reasonable adjustments to the application or interview process to accommodate disabled candidates.

We are a family friendly employer and happy to discuss flexible working.