

Job description

PR and Communications Manager

Reports to: Head of Marketing
Based at: Coeliac UK Head Office, High Wycombe
Salary grade table: Specialist (SP3)
Hours: Full time Monday-Friday 37 hours

The role: Coeliac UK is a passionate charity with a big mission: to ensure there is no life limited by coeliac disease. This is a new and exciting opportunity as a broad role, responsible for managing and delivering Coeliac UK's PR, brand management, and celebrity functions. You will work with the rest of the team to deliver accurate and engaging content which spans the charity's work – from fundraising events, to case study stories, to communications about our medical research and policy work. We are seeking a dedicated and creative PR & Communications Manager with a passion for storytelling, to help continue to raise the profile of Coeliac UK and communicate the need and impact of its work to key audiences.

Key responsibilities

- Create, deliver, and implement a proactive media strategy that raises the profile of Coeliac UK
- Lead the charity's press office function, responding to relevant news and building relationships with key journalists
- Build and maintain relationships with journalists, press teams, and other external key stakeholders
- Draft powerful and compelling media materials, including press releases, statements, responses, opinion pieces, and articles. This includes working with the Evidence and Policy Team to deliver research-based communications that can engage wider audiences
- Support the Head of Marketing with a case study process and pipeline. Use these stories to communicate the experiences of those affected by coeliac disease and amplify our awareness
- Identify the need for stories and work with the Marketing Managers to develop and use compelling and thought-provoking lived experience stories to support campaigns and PR opportunities
- Lead the development and management of PR plans for Coeliac Awareness Month in May. Work with the Social Media Officer on an Ambassador and Influencer strategy and support the Head of Marketing to manage existing Patron and Ambassador relationships
- Monitor media coverage and provide monthly coverage reports

- Work with the Membership Team, Volunteering Team, and Fundraising Team on regional press releases for key moments in the year
- Collaborate with wider charity teams on various projects to help deliver on the objectives and strategic aims of the charity
- Act as brand guardian to ensure consistency of visual identity and tone of voice across all activations and communication channels
- Support the Marketing Managers to manage the charity's brand, ensuring all communications are developed following the brand guidelines, with design oversight of all printed materials
- Work with the Head of Marketing to grow and develop the brand and gather relevant insights to inform future activity

Knowledge, skills and experience

- Drive for ambitious results. Strong PR/communications background which has raised awareness and profile of an organisation
- Ability to build relationships and rapport; highly skilled in account and project management
- Excellent communicator with superb written and verbal skills, working to build trust internally and externally; dynamic writer
- Excellent organisational skills – able to calmly manage projects with a solutions-focused mindset
- Confident self-starter; motivated and cooperative team player
- Ability to proactively manage workload on own initiative within a team environment
- Attention to detail and strong analytical skills with an ability to understand and digest information to support media opportunities
- Ability to work on a variety of projects concurrently
- Graduate or with significant experience in a similar role
- Knowledge of the FMCG market, particularly the gluten-free market, is desirable.
- Experience in promoting events and fundraising principles is desirable
- Strong IT skills essential – Microsoft (PowerPoint, Excel, Word); project management tools (e.g., Monday.com), CMS systems desirable

Competencies

1: General profile
Monitors, co-ordinates and supervises the daily activities of staff in an assigned work area in similar or related disciplines
Experienced. Fully competent in own area. Shares own expertise with others; provides guidance and support to others
Resolves problems through immediate actions or short-term planning and sets priorities to ensure task completion
Maintains orderly work processes by co-ordinating work flow and work quality. Adheres to established practices and procedures in work area
Builds an environment that supports cooperation and cohesiveness among the direct work team and within other areas in the organisation
2: Technical expertise; building & maintaining

Demonstrates depth/breadth of knowledge/skills in own area; may be acquiring knowledge of other disciplines/areas
2: Technical expertise; applying & anticipating
Applies knowledge/skill through handling complex problems and/or managing work which may extend beyond own area of expertise; shares expertise with teams and other work groups
3: Client/organisation orientation; client response
Understands client needs and identifies solutions to non-standard tasks/queries; actively seeks and closes opportunities
3: Client/organisation orientation; organisation understanding
Decisions impact primarily on own work group/team; may have an impact on department objectives
3: Client/organisation orientation client response; costs
Manages departmental costs
4: Creating & delivering solutions; problem solving
Resolves problems through immediate actions or short-term planning and sets priorities to ensure task completion
4: Creating & delivering solutions; planning & organising
Maintains orderly work processes by co-ordinating work flow and work quality. Adheres to established practices and procedures in work area
5: Working relationship; communicating, negotiating & influencing
Builds an environment that supports cooperation and cohesiveness among the work team and with other areas within the organisation
5: Working relationship; teamwork, coaching & guiding
Oversees the day-to-day activities of work group/team; accountable for work group/team results
5: Working relationship; networking
Creates extensive networks internally and externally

This job description is not intended to be an exhaustive list of duties to be performed by the employee. Carry out tasks deemed appropriate by Coeliac UK.