Versus Arthritis

Job description

Job title: Media and PR Assistant

Reports to: Senior Media and PR Officer

Department: Engagement

Directorate: Income and Engagement

Our vision

A future free from arthritis.

Our mission

We won’t rest until everyone with arthritis has access to the treatments and support they need to live the life they choose with real hope of a cure in the future.

To deliver our mission we invest in world class research, deliver high quality services and campaign on the issues that matter most to people with arthritis. We have developed an ambitious five-year strategy, complimented by our research strategy to help us achieve our vision and mission.

**Our values**

We are United, Compassionate, Inclusive and Brave in all that we do.

**Income and Engagement (I&E) Directorate**

The Income and Engagement Directorate drives action across audiences to transform awareness of arthritis, build the charity's profile and develop a strong, active and loyal community of support. The directorate brings together traditional fundraising streams, earned income opportunities and strategic communication planning to maximise engagement with our supporters to deliver on our goal to be a sustainable organisation.

We are responsible for brand, marketing, communications and content together with targeted income propositions. Alongside putting people with arthritis at the centre of our work, we use insight, evidence and a test and learn approach to create and refine everything we do. We are fortunate that 80% of our supporters are made up of people living with arthritis. We inspire and motivate people and partnerships to get us nearer to our shared vision of a future free from arthritis.

Job purpose

Work across the media and PR team to support the delivery of impactful media coverage that will build understanding of the issues affecting people with arthritis, increase awareness of Versus Arthritis and drive change. Work within a busy press office, helping to deliver a media relations service that meets organisational needs, and provide excellent support to colleagues across the team.

Main duties

* With the support of the wider team, undertake proactive and reactive media relations activities in line with organisational strategy and operational plans.
* Act as a point of contact for journalists seeking information on campaigns, policy issues and research, responding professionally and within deadline to media requests.
* Develop and agree proactive and reactive press releases with colleagues across different departments.
* Help to package and ‘sell in’ content in a range of formats suitable for broadcast, print and online media.
* Contribute to a busy press office and provide out-of-hours press office support on a rota basis, as required for major media moments and campaigns.
* Alongside the Stories Officer, work with individuals with lived experience to help them share their story to further media activity and impact.
* Lead on media monitoring and evaluation, ensuring this supports team performance and learning.
* Provide co-ordination and administrative support for the media team, for example maintaining accurate journalist records and the media story (case study) database.
* To embrace, embed and deliver the organisational values, commitments, and culture throughout all activity.
* To ensure all designated training is completed and all activity is delivered in line with organisational policy and practice.
* To embrace a safeguarding culture where everyone has responsibility for the safeguarding and wellbeing of vulnerable adults and children.
* To undertake any other duties as appropriate to the role and organisational requirements.

Key stakeholders and relationships (internal/external)

* Engagement: Assistant Director of Engagement, Social Media Manager, Media and PR Manager, Stories Officer, Head of Brand and Marketing.
* Teams across the charity: UK Advocacy, Services, Research, Income, Volunteers.
* External organisations and stakeholders: media and journalists, influencers and ambassadors.
* External media agencies and suppliers.

End of job description. Person specification on following page.

Versus Arthritis

Person specification

Experience and knowledge

* Experience writing in different styles and producing content for different audiences, for example, articles, press releases, blogs, social media copy.
* An interest in improving the lives of people with arthritis and the willingness to gain knowledge of arthritis and musculoskeletal conditions.

Skills

* Excellent written and verbal communication skills.
* Excellent relationship building skills and confidence working with internal and external stakeholders at different levels.
* Excellent attention to detail.
* A proactive, ‘can do’ attitude and desire to learn and develop.
* The ability to work on different priorities and manage time effectively to meet deadlines.
* Confidence working in a fast-paced environment with competing demands and deadlines.

Desirable experience, knowledge and skills

* Experience in a charity press office, communications or fundraising team.
* Experience working with people with lived experience of a health condition or disability in a professional or voluntary capacity.
* Experience working on websites, using Content Management Systems.

Criminal Record Check

Versus Arthritis is committed to keeping children, young people and vulnerable adults safe from harm. We will undertake safer recruitment practices and relevant checks applicable for the role.

This role DOES NOT require a Criminal Record check.

End of person specification.