

# Media & PR Manager



**NATIONAL  
AIDS  
TRUST**

Securing rights  
Stopping HIV

**Job Application Pack**  
January 2024

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# Foreword

from our  
Chief Executive

I am delighted that you are considering applying for a job with National AIDS Trust.

We are the UK's HIV rights charity, working to stop HIV and support the rights of people living with HIV. Our work is values-led and embedded in our community. We understand that HIV is much more than a health condition, so our approach to combatting its effects and stopping new transmissions is wide-ranging. Tying this work together is our belief that health is a human right. Our success relies on our expertise, our credibility, our independence, and our strong relationships with allies.

Working here gives you a role in a team passionate about creating impact, and unusually successful at doing so. Over the last few years, we have ensured that PrEP (the HIV prevention medication) is available to those who need it; that hospital emergency departments test for HIV in those areas of highest risk; that generic mental health services improve their offer to people living with HIV; and that migrants with insecure immigration status can access healthcare without fear of their data being used to deport them.

But there is so much left to do. While 4,000 people acquire HIV in the UK every year, and while people living with HIV continue to battle stigma and discrimination, our work is as important as ever.

It is fundamental to our values that those most affected by HIV help lead this work, so we particularly encourage applications from people living with HIV, gay and bisexual men, trans and non-binary people, and people from black and minority ethnic communities. We welcome applications from disabled people and are committed to making reasonable adjustments wherever possible.

If you can see yourself contributing to this work, we would love to hear from you.



**Deborah Gold**

For more information, please read our [five-year Strategic Plan](#) and our [Impact Report](#)



# Who we are & what we do

## We are the National AIDS Trust

We're the UK's HIV rights charity. We work to stop HIV from standing in the way of health, dignity and equality, and to end new HIV transmissions. Our expertise, research and advocacy secure lasting change to the lives of people living with and at risk of HIV.

**Our vision** is a world where HIV does not stand in the way of health, dignity and equality.

**Our purpose** is to stand alongside and defend the rights of everyone living with, affected by or at risk of HIV.

Our expertise, research and advocacy secure lasting change to the lives of people living with and at risk of HIV.

And we won't stop until everyone affected by HIV can live their fullest life possible.

## Our strategic aims to 2025:

- **STOP:** we will stop new HIV infections
- **CHAMPION:** we will champion the needs of people whose voices and experiences are too often ignored
- **PROTECT:** we will protect the rights of everyone living with and at risk of HIV
- **DRIVE:** we will drive engagement and activism to change attitudes to HIV.

# Our values

We seek to embody our values in everything we do – including how we approach our work, how we treat our staff, and how we work with others:

- We believe that people living with and affected by HIV are at the core of everything we do. We seek opportunities for greater and more meaningful involvement of people living with HIV in all our work.
- We believe passionately in equality and human rights, so this is at the centre of everything we do.
- We are brave. We speak out and are never afraid to challenge the status quo.
- We are persistent. We persevere until we create change, however long it takes.
- We are collaborative. We work to build relationships of mutual trust and respect because we know we can't do this alone.
- We are honest. Our integrity and credibility are crucial, so we protect them by being independent, transparent and accountable.
- We are thrifty. We make every penny count to ensure that we can make the maximum impact.

# Our offer

- Hybrid working split between home and our office in Bethnal Green (two days a week in the office)
- 27 days' annual leave plus bank holidays (including annual closure between Christmas and New Year)
- A pension with our contribution of 6% and employee's contribution of 2%
- Season ticket loan
- Cycle to work scheme
- Employee Assistance Programme (EAP) including access to 24-hour advice and support line and face to face counselling
- Flexible working to support work/life balance
- Organisational training budget and personal development plans

# The opportunity

## About the post

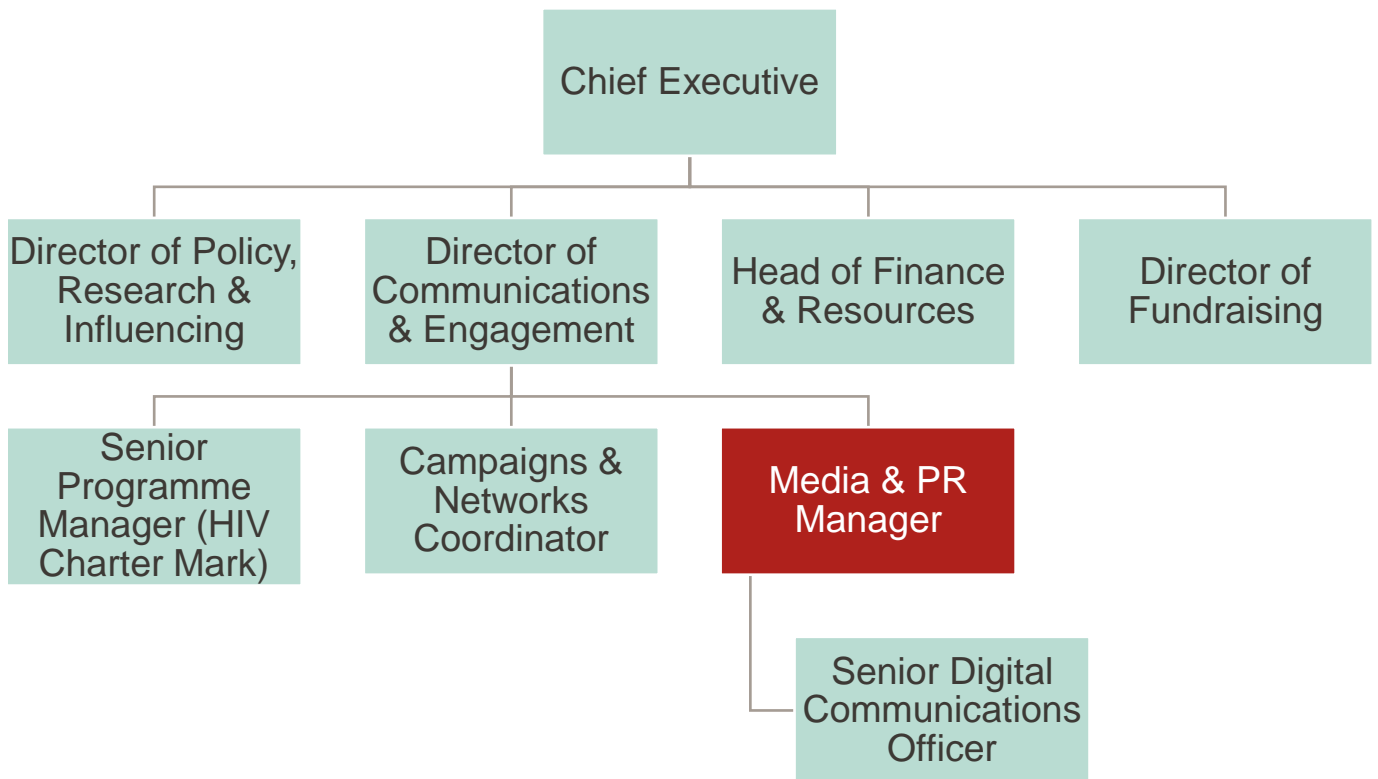
- Permanent, full-time position (35 hours a week)
- Salary circa £40,000 per year (including London weighting)
- Flexible working arrangement: mix of home and London office working (two days a week in the office)

The Media and PR Manager will develop and deliver National AIDS Trust's media and PR plan, building on and increasing our influence, impact, profile and supporter base.

They'll line manage the Senior Digital Communications Officer and ensure the voices of people living with HIV are centred in National AIDS Trust's external communications.

The Media and PR Manager will report to the Director of Communications and Engagement.

# Team structure





# Job description

## Main duties and responsibilities

### 1. Media

- To support the organisation's communications strategy and five-year corporate strategy, through effective media engagement planning and response to opportunities which increase National AIDS Trust's profile, reach and impact.
- Develop strong relationships with journalists across national, regional, online, medical, LGBT+ and other relevant media.
- Oversee an effective press office function, with clear procedures enabling other members of the communications team to support and deputise where necessary.
- Support internal and external spokespeople with briefings, preparation and feedback as necessary.
- Working closely with members of the policy, research and influencing team, lead on developing and delivering effective messaging and communications plans for discrete projects and supporting National AIDS Trust's wider campaigning aims to maximise reach and impact.
- Work closely with the fundraising team to support fundraising initiatives through delivery of effective PR and media plans.
- To work collaboratively with the Senior Digital Communications Officer and wider team to implement the communications strategy effectively across all traditional and digital media channels, ensuring outputs are joined up and complementary.
- Work closely with the Campaign and Network's Coordinator to ensure that people living with HIV are at the centre of all media and PR work, involving them through planning and delivery stages and supporting them to act as media volunteers.
- Oversee delivery of news monitoring and dissemination, taking proactive steps to challenge incorrect, stigmatising and discriminatory reporting of HIV in the UK and communicating insights and learning to the wider team.

# Job description

## Main duties and responsibilities (cont)

### 2. PR

- Maintain and strengthen the National AIDS Trust brand by making effective use of tools for staff and external suppliers (e.g. style guide, publications template).
- Plan and oversee marketing of National AIDS Trust products, working with the Senior Digital Communications Officer and fundraising team colleagues.
- Support event planning and management, supporting colleagues to deliver high quality events and leading on PR and marketing.
- Lead on National AIDS Trust's annual presence at Pride in London and other LGBT+ events.
- Develop and cultivate relationships with a range of influencers/celebrities to support and promote the work of National AIDS Trust.
- Draft, design and disseminate National AIDS Trust's Annual Review.

### 3. Staff Management

- To line manage the Senior Digital Communications Officer in line with agreed HR policies and procedures.
- To ensure the Senior Digital Communications Officer has clear objectives, regular support and supervision, annual appraisal and a clear personal development plan as appropriate.
- To manage volunteers and external consultants, where appropriate, in line with organisational policies and best practice.

# Job description

## Main duties and responsibilities (cont)

### 4. Other

- To share the provision of out-of-hours press phone cover with the Senior Digital Communications Officer.
- To manage budgets for discrete projects.
- To establish and agree objectives for the year and monitor these through supervision.
- To contribute as required to funding applications to support the work of National AIDS Trust and progress reports for funders.
- To contribute to the maintenance and effective use of a complete and up-to-date relationship management database.
- To provide cover for the Senior Digital Communications Officer when they are on leave.
- To undertake such other tasks as may reasonably be requested by your line manager or the Chief Executive.
- To undertake all responsibilities with due regard to National AIDS Trust's Equality and Diversity Policy at all times.

# Person specification

Essential	CV	Cover letter	Interview
Track record of developing and implementing impactful media plans that meet organisational strategic aims.		✓	✓
Excellent knowledge of the UK media landscape and an eye for what makes a good story.		✓	✓
Experience of managing a press office and building productive relationships with journalists.	✓		✓
Ability to support others, who may be vulnerable, to engage with the media in an ethical way.		✓	✓
Experienced manager with the ability to motivate and empower others.	✓		✓
Strong written communication skills, with proven experience of drafting press releases, articles, comment pieces and blogs, for a variety of audiences.		✓	✓
Experience of brand management – including supporting effective use of and application to design, photography and messaging.	✓		✓
Understanding of the role of digital communications, with good social media skills and an interest in the changing digital landscape.		✓	✓
Proven ability to turn plans into practical actions and to deliver, ensuring deadlines are met and a strategic focus is not lost.		✓	✓
Ability to demonstrate creativity, initiate ideas and bring them to fruition.		✓	✓
Experience of organising and delivering successful and engaging events that meet their aims.		✓	✓
Effective IT skills, including experience of Microsoft Office, maintaining and using databases, and in website content management systems.	✓		
Interest in and commitment to human rights, equality and diversity.		✓	✓

# Person specification (cont)

Desirable	CV	Cover letter	Interview
A good understanding of current issues in HIV in a UK context and an understanding of the UK HIV sector.		✓	
An interest in and understanding of the UK public policy process, including the political and parliamentary system and the role of campaigning.		✓	
Experience in using Drupal, Photoshop, Canva and/or InDesign.	✓		

# How to apply

Please apply by email to [recruitment@nat.org.uk](mailto:recruitment@nat.org.uk) by the deadline of **midday on Monday 19 February 2024**. Your application should include:

- CV
- letter of application addressing the person specification (maximum two pages)
- completed short application form.

Please also complete a short equality and diversity monitoring survey at <https://www.surveymonkey.com/r/MPRM0124> using vacancy code **mprm0124**.

Interviews for the role will be held on **Monday 26 February 2024** at our office in Bethnal Green.