



Job Title: PR and Content Officer
Reporting to: Head of Communications
Salary: Up to £24,000

Work pattern:

Up to 28 hours per week across five days, but open to discussions on alternative working patterns and/or hours for the right candidate. Hybrid working - with a minimum of one office based day required.

Job Summary:

As PR and Content Officer, you will be providing a broad range of public relations related support to Allergy UK to enhance the reputation of Allergy UK and deliver against its vision and mission and for allergies to be taken seriously. The role will require an individual who has demonstrable press office/PR experience. If you describe yourself as someone with a 'can do' approach and enjoy a fast-paced autonomous role this role will meet those desires. You will be someone that is confident with all media activity and is looking for a role within the health and not for profit space.

Key Accountabilities:

Press and PR

1. To operate and manage the day-to-day press office activities on behalf of Allergy UK to include:
 - Handling reactive enquiries received by the Allergy UK press office, providing up to date statements, comments and quotes; managing and filtering through relevant requests for interviews and comment to appropriate personnel within AUK, shepherding the media enquiry to conclusion, including recording and updating press logs.
 - Establishing and maintaining up to date media lists and press office admin processes e.g. press logs, key messages and media lines, out-of-hour press enquiries, and spokesperson briefings.
 - Creating and maintaining up to date media ready information on the work of the charity, allergic conditions, issues impacting the allergic community and facts and figures about allergy.
 - Working with the Snr Social Officer and Communications Officer to develop a bank of case studies/lived experiences suitable for reactive and proactive press activity.
 - Build and maintain relationships with key media by keeping abreast of relevant stories and their writers and proactively reaching out.
 - Writing press copy, press releases, media quotes and press statements to respond to media enquiries.
 - Leveraging news generation skills to create a steady stream of proactive press stories to issue over the course of the year to generate coverage in key target media to support the strategic objectives of the charity and maintains the profile of the Allergy UK.
2. Work with the Head of Communications to develop an annual proactive press and PR strategy to include crisis and issues forecasting.
3. Alongside the broader communications team, play an active role in contributing to the development and execution of awareness raising and policy campaigns throughout the year, especially Allergy Awareness Weeks. This will include idea generation, identifying the appropriate media landscape, researching feasibility and logistics of tactics, exploring proactive press opportunities to leverage spokespeople and case studies, and proactively creating press moments to exploit in traditional and digital media landscapes to support these campaigns.
4. Evaluate proactive post PR and press campaign activity as part of the overall communications' department review of campaigns.
5. Support the corporate partnership team on corporate partner funded initiatives which require Allergy UK to deliver or collaborate with PR outputs.

6. Support the fundraising team with any fundraising initiatives which may have a PR/press currency
7. Being actively involved in any external press events on behalf of Allergy UK, and where working hours and workload permits, also supporting policy and fundraising events.
8. Deputise for the Head of Communications in providing press, PR and crisis communications counsel to Allergy UK.

Content Creation

- To coordinate, liaise with colleagues and prepare the editorial content required for Allergy UK's bimonthly digital communications 'E-News' to Allergy UK supporters
- Alongside other members of the communications team, undertake bi-annual reviews of E-News to ensure content is optimized to drive engagement and subscriber retention and acquisition
- Alongside the clinical team, plan, coordinate and where relevant copywrite and edit the quarterly digital publication of the health care professional publication Allergy Focus to ensure it is timely, relevant and accurate for the audience.
- Work with relevant colleagues in the communications team to ensure the digital footprint of Allergy Focus on the Allergy UK website is user friendly, up to date and relevant
- Be an active member of the communication team's pool of copywriters for the creation of copy and content bespoke database communications, marketing and fundraising resources and key charity annual reports such as the Impact Report and Annual Report

Experience required:

3 years of experience ideally gained in relevant fields (health/not-for-profit/purpose brands/journalism) but will consider other sectors if transferable professional skills or personal experience can be demonstrated.

Technical Competencies

- Outstanding writing skills
- Good understanding of news generation, news agendas and how to pitch a story
- Demonstrable of experience of knowing how traditional, digital and social media landscapes can be leveraged as earned channel for an organisation's comms outputs
- Analysing & interpreting PR, press office and content outputs

Behavioural Competencies

- Planning & organising
- Relationship building & networking
- Articulate & confident communicator who is able to present and adapt information which needs communicating using the most appropriate medium and style
- Reporting
- Able to work quickly and accurately and under pressure
- Adapting & responding to change
- Collaborating and working as part of team

This job description is non-exhaustive and is subject to regular review with the post holder and amended in line with the needs of the organisation. AUK.HR.DOC.143.02

AUK.HR.DOC.29.00

