



Humanimal Trust Job Description

Position: Communications and PR Manager Role Description

Reports to: CEO

Hours: Full Time, 40 hours /5 days per week

Salary: Range 35k-40k

Location: Flexible home working but with some in person time as required.

Purpose of Job:

Working closely with the CEO and other colleagues, the Communications and PR Manager will play a vital role in enhancing Humanimal Trust's reputation and profile through innovative and effective communication strategies and public relations in line with the Trust's vision, mission and values. You will be responsible for development and implementation of considered and comprehensive communication plans that align with our objectives and overall organisational strategy, engaging our priority and specific audiences across various platforms.

If you are creative, confident, and can write compelling content that helps engage, attract, and raise both awareness and brand profile, then we would love to hear from you.

Principle Accountabilities:

1. Creation and delivery of a PR & communication strategy, in alignment with the Trust's annual business plan, to enhance Humanimal Trust's brand profile and reputation.
2. Create engaging content for various channels and audiences, including press releases, articles, blog posts, social media posts, and website content.
3. Manage and maintain positive relationships with media contacts, influencers, and key stakeholders to secure media coverage and maximize brand exposure.
4. Develop and manage internal communication strategies to ensure consistent messaging and alignment across the team-staff and volunteers.
5. Planning and proofreading regular internal and external communications, presentations, narrative and position statements.

6. Plan and coordinate media events, stories and campaign launches to generate media interest and coverage.
7. Monitor media coverage and social media conversations to identify trends, opportunities, and potential risks, and develop appropriate responses.
8. Collaborate with colleagues to provide communication support for various initiatives, such as campaign launches, funding announcements, and crisis/risk management.
9. Manage the company's social media presence, including content creation, community management, and monitoring of social media channels.
10. Measure and analyse the effectiveness of communication campaigns and initiatives using various analytics tools and provide actionable insights and recommendations for improvement.
11. Stay updated on industry trends, best practices, and emerging communication technologies to ensure the Trust remains relevant.

Essential Skills/Attributes:

- A passionate, innovative and driven communicator with excellent written and verbal communication skills, and the ability to distil complex information into clear and concise messages for a range of audiences.
- Proven experience in development and delivery of a communication strategy.
- Strong content creation and storytelling abilities.
- Able to create engaging communications and messages for a variety of media such as social media, press articles, blogs and presentations.
- In depth understanding of media relations and of building and nurturing relationships with influencers and journalists.
- Proficient in social media management with a deep comprehension of different platforms and their audiences.
- Experienced in using analytics tools to measure the effectiveness of communication efforts enabling data driven decisions to be made.
- Knowledge of SEO principles and best practice in content optimisation for search engines is a plus.

Desirable Skills/Attributes

- Degree in Communications, Public Relations, Journalism or a related field or equivalent professional experience.
- Proficiency in multimedia tools and software (e.g. video editing, graphic design).
- Experience and/or understanding of either the human or animal medical, or educational sectors.
- Understanding of One Medicine and other global trends in cross species health and wellbeing.
- Experience of working or volunteering within a charity.
- Experience of working with volunteers.
- Media training

Terms

- Ability and willingness to travel if and when necessary.
- Flexible availability to enable occasional work outside of contracted hours, with time off in lieu.
- Holiday allowance is 25 days plus bank holidays, increasing in line with service annually to a maximum of 30 days, plus bank holidays. Holidays are pro rata for part time hours.
- Probation period is 6 months.

You can contact us for an informal discussion in the first instance at jobs@humanimaltrust.org.uk