

JOB DESCRIPTION

Job title: PR and Media Lead
Accountable to: Head of Engagement
Department: Engagement
Location: London (hybrid)

Context

Mayhew provides a range of animal welfare and veterinary services, in the UK and abroad. We offer expert veterinary care, rescue and rehoming, programmes in the community and guidance and support to improve the lives of dogs and cats in need. We operate, in the main, from our historic building in north London but also have operations in Georgia and Afghanistan.

Job purpose/summary

We are recruiting a PR and Media Lead who shares our compassion and commitment for animal welfare. This is a key role within the marketing and communications team which will lead on Mayhew's PR activity and presence in the media. You will work with the Head of Engagement to deliver a considered and an exciting PR strategy for the organisation, that focuses on reaching new audiences, positioning Mayhew as a thought leader in the sector and ultimately, helping many more dogs and cats both in London and overseas.

This role would be ideal for a highly organised, motivated and creative individual who is comfortable working on integrated communications and PR campaigns and working with stakeholders from across the organisation to find the story. You'll be curious, always looking for new and inventive ways to shout about Mayhew and grow our audience. You'll be detail orientated and strong on prioritisation, comfortable managing multiple projects at once. As the first port of call for press, you'll act as one of Mayhew's key external voices and play a central role in shaping our key messages.

The post holder will be joining Mayhew at an exciting time. Ambitious plans are in development to further grow our visibility to support Mayhew in delivering its corporate ambitions over the coming years in order to help more dogs, cats and people in our communities. We feel the urgency of soaring demand for our vital work and feel relentless in our commitment to rise to meet it. We work in a contemporary and flexible way, always supporting one another to take opportunities and to manage competing priorities so we can achieve our objectives. We are looking for someone who is as committed to dogs and cats in need as we are, and who thrives in this working style. We are determined to achieve a collaborative, integrated working approach for the organisation and to move the charity forward at pace.

The post holder will ensure that we:

- Are positioned as thought leaders in the animal welfare sector
- Are securing coverage that grows our supporter base
- Are telling Mayhew's story in a compelling and consistent way
- Are maximising our work with celebrity ambassadors to reach new audiences

Key relationships

- Head of Engagement
- Communications and Campaigns Manager
- Marketing Manager
- Digital Content Officer
- Head of Fundraising
- Head of Operations
- Head of Clinic
- Head of International Projects & Relations

Main areas of responsibility

Strategy and leadership

- Lead on creating and delivering a considered and creative PR strategy that supports organisational objectives.
- Deliver integrated PR campaigns that position Mayhew as thought leaders in our sector.
- Work with fundraising colleagues to secure coverage that supports and helps drive income
- Act as a Mayhew representative on third-party working groups, such as APPG on Animal Welfare, ensuring Mayhew's input is valuable and recognised.

Press office

- Be the organisation's point of contact for press and media enquiries and manage out-of-hours rota.
- Build and maintain relationships with key national, local, trade and international media.
- Respond to press enquiries, working with the Head of Engagement and other subject experts where necessary, in time to meet deadlines and maintain the reputation and integrity of the organisation.
- Keep a keen eye on national and sector news, ensuring Mayhew is able to react to press opportunities as they arise.
- Media train organisational spokespeople, ensuring we have a diverse range of subject-matter experts and can react to opportunities as they're presented.

Ambassador management

- Work with the Head of Engagement to deliver the organisation's ambassador strategy, helping to manage new and existing relationship with Mayhew's celebrity ambassadors and high-profile supporters.
- Steward celebrity ambassadors effectively, ensuring they are engaged in Mayhew's work and feel passionate about and committed to Mayhew.
- Supporting celebrity ambassadors to feel confident in championing Mayhew in the public realm and advocating for Mayhew's work.

Reputational and crisis communications

- Lead on Mayhew's communications approach to reputational risk and crisis communications, advising the Head of Engagement, Chief Exec, BOT and other SMT members as appropriate.
- Lead on regular horizon scanning, working with the Head of Engagement to plan and prepare for potential reputational risk, and to mitigate against risk.

Budgeting and reporting

- With the Head of Engagement, develop and implement the annual PR budget, ensuring maximum value for money and return on investment; seeking value for money and looking for opportunities to tender and renegotiate where necessary.
- Reporting on media coverage, sentiment etc.

General

In addition to the specific duties and responsibilities outlined in this job description, all Mayhew employees should be aware of their specific responsibilities towards the following:

- Mayhew is committed to encouraging volunteering throughout the organisation and as such the post holder will be expected to support and respect volunteers, and may be asked to work alongside or

supervise a volunteer as part of their role

- Adhere to all health and safety and fire regulations and to co-operate with the charity in maintaining good standards of health and safety
- Adhere to all Mayhew policies and procedures at all times
- Actively promote and support the safeguarding of dogs and cats in need, observing and adhering to values and policies on animal welfare
- Uphold ethical and professional standards and not behave in a manner that is likely to bring the charity into disrepute
- Promote and sustain a responsible attitude towards equal opportunities and diversity
- Demonstrate a commitment to ongoing registration requirements or any national professional or occupational standards associated with the role
- Demonstrate a commitment to ongoing learning and development and to participate in any training relevant to the role

This job description is not exhaustive. It merely acts as a guide and may be amended to meet the changing requirements of the charity at any time after discussion with the post holder.

PERSON SPECIFICATION – Press and Media Lead

Criteria	Essential	Desirable
Knowledge, educational & professional qualifications	<ul style="list-style-type: none"> • Educated to degree level or equivalent relevant working experience in media relations, PR • In-depth practical knowledge of best practice in PR and crisis communications 	
Experience	<ul style="list-style-type: none"> • Demonstrable experience of crafting and implementing a successful organisational PR/media strategy • Demonstrable experience of securing proactive coverage in nationals, regionals, trade and on broadcast • Demonstrable experience delivering successful integrated campaigns with colleagues in communications, marketing and fundraising • Building long term relationships and partnerships • Identifying and managing reputational, operational and financial risks • Budget management • Engaging and managing external agencies 	<ul style="list-style-type: none"> • Experience of managing an ambassador programme. • Experience with high-profile supporters, celebrities and organisational ambassadors.
Skills / Abilities	<ul style="list-style-type: none"> • Excellent written and oral communication skills • Outstanding copywriting skills • Confident telephone manner and excellent verbal English • Excellent time management and prioritisation skills • Excellent stakeholder management skills and clear communication across a range of internal and external audiences • The ability to make sound decisions in a timely manner after considering alternative options, particularly in a crisis scenario • Demonstrable tact and diplomacy, and ability to work with sensitive subject matter • Able to set effective targets and measure success, with a focus on outcomes not outputs • Strong IT skills, intermediate Microsoft Word, Excel, PowerPoint, Outlook, databases etc. 	

Where appropriate, reasonable adjustments to these criteria will be considered to accommodate personal circumstances such as disabilities