

## PUBLIC RELATIONS MANAGER

<b>Duration:</b>	12 months (Fixed Term Contract)
<b>Salary:</b>	£42,000 per annum
<b>Job Level:</b>	Level 4
<b>Hours:</b>	35 hours per week with the requirement to work outside core hours and be part of an on-call rota.
<b>Disclosure Level:</b>	Basic. This role will occasionally involve direct or indirect work with children.
<b>Reports to:</b>	Senior Public Relations Manager
<b>Location:</b>	Working from home and at 1 Westfield Avenue, London E20 1HZ

At the UK Committee for UNICEF (UNICEF UK), we pull together to achieve the best possible results for children in danger around the world. We believe in an inclusive workplace and in the power of fulfilled colleagues who share the same values and goals, enjoy their work and are motivated to do their utmost for children.

Our work is guided by the UN Convention of the Rights of the Child (UNCRC) and the Sustainable Development Goals (SDGs), which recognise the universality of children's rights.

### ABOUT THE TEAM

The Media team delivers world class media and communications work for UNICEF UK, leading on all public relations, news and emergencies and corporate communications work. It is part of the Communications Department, which sits within the wider Public Engagement Directorate.

### ABOUT THE ROLE

The Public Relations Manager is a member of the Media team and the broader Communications Department, with a focus on public fundraising, public campaigning, and brand awareness.

You will manage relationships with TV producers and consumer-focused journalists across UK media, working with UK and global colleagues to deliver effective and well-messaged multi-media coverage for UNICEF UK's humanitarian emergencies and child's rights issues. You will also manage media relations for high-profile communications campaigns such as Soccer Aid for UNICEF and World Children's Day, as well as managing press for fundraising gala events.

### What we will expect you to achieve

- To contribute to delivering an ambitious and creative strategy for UNICEF UK's Media and Communications output around our public fundraising, public campaign, and brand awareness campaigns, working with a diverse range of teams across the organisation.
- Develop and manage productive relationships with target media, including consumer print and broadcast journalists, digital media and influencers, working with them to secure well-messaged media coverage of key strategic issues.
- Work with external and internal stakeholders including ITV, Triple S Communications, and the wider UNICEF UK PR team to help deliver a comprehensive fundraising media strategy for *Soccer Aid for UNICEF* which contributes towards the overall objectives of the campaign.
- Lead on the development of creative media ideas, talent-field trips, press releases, Q&As and crisis statements for *Soccer Aid for UNICEF*, working in collaboration with the UNICEF UK Senior Public Relations Manager, ITV and Triple S Communications colleagues.

- Work with UNICEF UK colleagues to deliver meaningful, well-messaged media coverage with UNICEF UK Ambassadors in the UK media, specifically in consumer media work, identifying opportunities for high profile individuals to travel to the field or work with UNICEF UK to fundraise and campaign for children around the world.
- To act as a main media contact for key fundraising teams and their external partners, working together with them to promote innovation amongst relevant media contacts.
- Lead on planning and delivery of field trips with UK media and/or UNICEF UK Ambassadors (must be able to travel occasionally at short notice).
- To work alongside News and Emergencies media colleagues to deliver media coverage around breaking humanitarian emergencies, specifically focusing on generating innovative public fundraising and campaigning media stories that can support UNICEF UK's emergency work.
- Write and issue first class media materials including press releases, statements, opinion pieces, letters to editor, blogs, social posts, spokesperson briefings and Q&As and brief UNICEF UK spokespeople for media interviews.
- To deputise for the Senior Public Relations Manager as and when required.
- Be willing to work outside of normal office hours where required and take part in the out of hours on call media team rota. This includes evening and weekend work and international travel (sometimes up to two weeks a time, roughly one month spread across a year period).
- Demonstrate and model a commitment to our shared values, behaviours and inclusive practices (known as [Our Shared Commitment](#)) in all aspects of your work.

## BEHAVIOURS, EXPERIENCE AND SKILLS

This section contains the essential behaviours, experience, knowledge and skills needed in order to be effective and successful in this role. All criteria in this section are essential.

### Effective behaviours

Supporter driven and mission aligned

- Is committed to children and their rights and motivated to work towards creating a better world for every child.

Creating and innovating

- Keeps abreast of relevant key issues, insights, and developments in the consumer media and third sector space. Develops unique and creative ways to strengthen our organisational position in a crowded media landscape.

Positive relationships

- Forms and maintains effective professional relationships with colleagues at all levels, and with journalists, external contacts, and partners to support the achievement of objectives.

Communication

- Conveys complex ideas using a variety of methods to engage an audience and win understanding and support, and produces excellent written materials.
- Presents complex and difficult messages clearly and with impact.

Efficiency and effectiveness

- Manages conflicting priorities to ensure that objectives are achieved, and deadlines met.
- Anticipates risks and put plans in place to minimise their impact.
- Responds flexibly to unforeseen events to ensure that effectiveness is not compromised.

Resilience

- Takes a solution focused approach to problem solving to succeed in difficult circumstances.

### Relevant experience

- Managing and delivering effective media relations gained from working in a fast-moving press office.
- Extensive experience of acting as the lead contact for senior feature journalists and internal stakeholders.
- Significant experience working at a high level in a consumer-focused PR agency.
- Proven experience of developing, implementing and evaluating high profile, innovative and ambitious multi-media strategies (consumer and digital).
- Good knowledge and effective experience in securing effective coverage from building and running fundraising campaigns into engaging media material or directly working on media and public relations assets about humanitarian issues.

### Specific knowledge and skills

- Up to date knowledge of recent and ongoing humanitarian situations, international development issues and children's rights.
- Up to date knowledge of consumer media, including print, online and broadcast journalists.
- The best tools and tactics to use to ensure a truly multi-channel, digital first media approach.