

Role Profile: Media and Public Relations Lead

Role updated: 07/04/2025

Department	Division	Location	Salary Band
Income and Public Engagement	Communications	UK Any	B Mid
Reports to	Matrix Manager	No. of direct reports	Value-based behaviour
Head of Communications		3	Team/Project Lead

Purpose

The Media and Public Relations Lead, leads the media relations strategy for Christian Aid to garner media coverage that is on brand and consistent with Christian Aid influencing, communications and fundraising goals.

The role leads the strategic planning and oversight of Christian Aid's media and public relations strategy, raising the profile of the organisation among influencers in politics, public life and the Church, as well as Christian Aid supporters, motivating them to give, act and pray.

- Manage the team to generate high profile media coverage and to create messaging that positions Christian Aid as a credible and influential organisation.
- Deliver and shape the strategic planning and oversight of Christian Aid's media and public engagement strategy, raising the profile of the organisation among influencers in politics, public life and the Church, as well as supporters, motivating them to give, act and pray, driving meaningful change.
- Collaborate with fundraising, advocacy and programme colleagues to deliver profile-raising media and public engagement activity, particularly during key moments such as Christian Aid Week and humanitarian emergencies and appeals.
- Drive and build context and content around each message outlined in the fundraising and supporter engagement strategy for the complete set of Christian Aid audiences, ensuring there is consistency and an appropriate tone of voice.
- Provide guidance and coaching on successful public relations activities, fostering a team mindset that will bring greater awareness to the impact Christian Aid is having and the work it is doing with its partners and protecting the organisation's reputation.
- Generate coverage of Christian Aid's international programmes, emergencies, campaign, policy and fundraising work across all media.
- Plan resources to contribute to projects and support the wider organisational needs.
- Be a senior member of the Communications Divisional Leadership Team within the Income & Public Engagement department and deputise for the Head of Communications where needed.

Key Decisions

- All work being undertaken by the Media and PR Team, ensuring it is aligned to organizational goals and in support of the brand, fundraising and influencing objectives.
- Advises and guides the organization in relation to media strategy, crafting media statements and messaging, and preparing spokespersons for interview.

Problem Solving

- Highly developed analytical skills to ensure the monitoring and deployment of staffing and activity meets the targets set.
- Highly developed ability to track media coverage, set ambitious media targets, analyse trends and results in media coverage, and identify opportunities for positive media coverage.
- Detailed political and international understanding and ability to see and understand the external view of the organisation.

Key Interfaces

- **Internal:** Programme, fundraising, campaigns and advocacy colleagues.
- **External:** Journalists and broadcasters, media owners, builds and maintains relationships where required with celebrities, ambassadors and their agents. Networking and co-operation with other NGOs (particularly on coalition projects). Management of external suppliers such as PR agencies, freelance PRs and events providers. On occasion act as a spokesperson for Christian Aid.

Knowledge, Skills and Experience

Essential:

- Educated to degree level or equivalent in communications or a related subject.
- Significant experience in media & PR management, communications, supporter and public engagement strategies.
- Understanding of modern and emergent communications and marketing techniques.
- Highly developed presentation skills in public and the media.
- Substantial experience in strategic planning, leadership and people management, budget management and decision making.
- Highly developed ability to deliver stand-out creative, innovative and effective media and public engagement.
- Highly developed ability to plan projects effectively and meet challenging targets collaboratively.
- Substantial experience of coaching and managing individuals to lead, empower and inspire others.
- Significant experience of negotiating and influencing within a large or complex organisation, ability to work cross-organisationally and building internal stakeholder relationships and delivery outstanding partnership working.
- Highly developed communication and interpersonal skills.
- Detailed understanding of the diversity of churches and church audiences and of how to work in a creative partnership with them.
- Highly developed ability to think objectively rather than performing well defined tasks and be comfortable with ambiguity, seeking clarity rather than certainty.
- Significant experience of leading and managing change, building trust, and handling conflict creatively.

Travel

In Country: Occasional

Global: Occasional