

# Media and Publicity Manager Candidate Pack

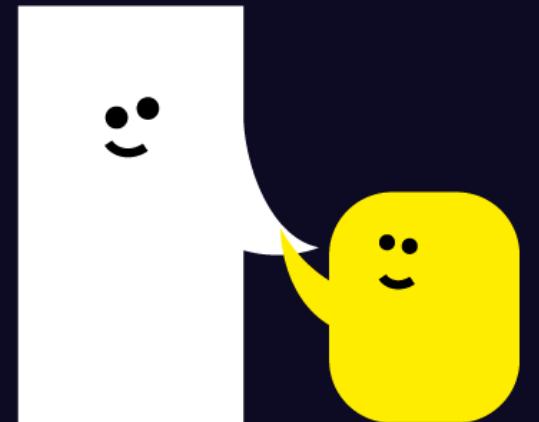
November 2024

[speechandlanguage.org.uk](https://speechandlanguage.org.uk)

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Language UK**   
Changing young lives.

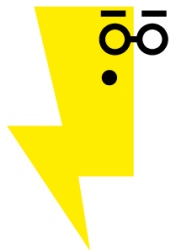


## Who we are

We are Speech and Language UK – we want every child to face the future with confidence. For 1.9 million children in the UK, learning to talk and understand words feels like an impossible hurdle.

So we give children and young people the skills they need so they aren't left behind, Welcome to Speech and Language UK.

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## Our vision, mission and charitable cause

### Our vision

Every child who is facing challenges with talking and understanding words can look to the future with confidence.

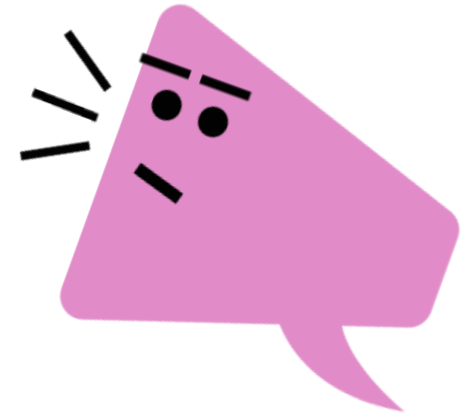
### Our mission

We give children and young people the skills they need so they aren't left behind, waiting to be understood.

We do this by creating tools for schools and nurseries, generating new practices from our two special schools, giving advice and guidance to families and putting pressure on politicians.

### Our charitable cause

For 1.9 million children in the UK, learning to talk and understand words feels like an impossible hurdle. Without the right help this can destroy their world.



# What does Speech and Language UK do?



**Provide innovative tools and training to schools and nurseries**

Our Talk Boost series is proven to help children who face challenges talking and understanding words catch up with their peers. Every year, we train thousands of early years staff and teachers in how to educate children with these challenges.



**Give advice and guidance for families**

Our family support services include our free advice line, webinars, a digital progress checker and assessment centres. We want to provide more advice directly to young people.



**Push for policy change**

We conduct research with young people, families and teachers about the realities of living with a speech and language challenge. We create policy solutions from their and our experiences and we advocate these to Government and all political parties.



**Generate practice from our two special schools**

Our two special schools improve hundreds of children's lives each year and we use them to generate practices that other schools can replicate to change more young lives.

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# Our Aims

Aim 1

**Make speech and language central to more schools' and nurseries' everyday practice across the UK by:**

- Investing in our existing tools and training like *Early Talk Boost*, *What Works and Early Talk*.
- Training teachers and early years staff to use positive speech and language practices every day.
- Launching an online speech and language learning platform.
- Working with partners to create a new screening tool for schools to use.

Aim 2

**Make our two schools leading examples for speech and language practice by:**

- Improving the learning, mental health and independence of our students.
- Upgrading facilities to match our high-quality education and therapy standards.
- Helping other schools by sharing successful approaches from our schools.
- Maintaining the high quality of our education and residential services.

Aim 4

**Make sure speech and language is at the forefront of the political agenda by:**

- Advocating more powerfully for the impact of lack of support for speech and language challenges.
- Sharing stories of affected families, showing the impact on children's education and mental health.
- Influencing policies through our expertise, parliamentary engagement, and media reach.
- Building a much bigger community of families and young people.

Aim 3

**Make sure all families know about speech and language development by:**

- Making our information easier to find and use, including for non-English speakers so that we can reach even more than the 30,000 families who use our website every month.
- Collaborating with new publishers and content providers to reach more families.
- Providing more advice for parents before the birth of their children.
- Creating new tailored advice for young people and expanding outreach.

Aim 5

**Make sure our culture, infrastructure, and funding model is fit for the future by:**

- Enhancing collaboration between our schools and other staff members.
- Developing diversity and anti-racism initiatives and an independent governance review.
- Improving technology and diversifying funding sources for long-term sustainability.

**We demand a country in which every child with challenges in talking and understanding words has the skills they need to face the future with confidence.**

**Together we can achieve it.**

# About Us

Speech and Language UK is dedicated to supporting children and young people with speech and language challenges. Our mission is to ensure that every child can develop the necessary skills to face the future with confidence. Challenges with speech and language affect around 1.9 million children in the UK – or 1 in 5 children - making it a significant issue that impacts various aspects of a child's life, including their academic progress, emotional well-being, and future opportunities.

We work to raise awareness about the challenges faced by children with these challenges. We provide expert advice, tools, and training to families, educators, and other professionals to help spot and support children who struggle with talking and understanding words. This includes offering free resources on our website, running a free advice line , and creating interventions and training programmes to equip educators from early years to secondary schools.

In addition to providing resources, we play an important advocacy role. We speak out so that policymakers and government bodies know the scale and impact of speech and language challenges today.. Through our campaigns and reports, we strive to influence national policy and funding decisions, so that speech and language support is a priority.

We also run two specialist schools and services for children with more complex challenges . These schools provide tailored education and therapy to help children with speech and language to develop their communication skills in a supportive environment. The curriculum is co-designed by speech and language therapists and teachers, so that speech and language development is at the heart of every classroom and every lesson.

By combining direct services, training, advocacy, and research, we play a vital role in improving the lives of children and young people with communication difficulties, empowering them to reach their full potential.

# Why Us

Speech and Language UK is dedicated to creating an inclusive environment for children and young people with communication needs. If you're ready to make a difference in a supportive, mission-driven environment, we'd love to hear from you.

Benefits include:

- Competitive salary
- Defined contribution pension scheme with Aviva. Employer contribution: 4.5%, minimum employee contribution: 3%. This is offered as a salary exchange arrangement. Annual 1:1 "pension surgeries" with Speech and Language UK's pension advisors.
- Life cover for 4 x annual salary with MetLife
- Confidential employee assistance programme (including structured counselling sessions) and wellbeing resources
- Free annual flu vaccination for all employees.
- Cycle to Work Scheme
- 28 days annual leave per annum (plus bank holidays), rising to 30 days after five years continuous service.
- Perkbox - Employee benefits and celebration platform providing hundreds of exclusive perks for staff ranging from discounts on shopping, entertainment and family days out, to gym membership and rewards.
- Enhanced family and special leave policies

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**Job title:** Media and Publicity Manager  
**Reports to:** Head of Digital, Engagement and Communications

**Job purpose:**

To lead the development and execution of Speech and Language UK's public relations (PR) strategy, enhancing the organisation's visibility and impact. This includes managing media relations, celebrity engagement, and public-facing PR activities to promote awareness around all elements of speech, language, and communication skills.

**Key objectives:**

- Develop and implement a PR operational plan to maximise visibility and impact in line with agreed targets.
- Lead and manage relationships with media, celebrities, and public figures to achieve and exceed PR objectives.
- Provide insight and learning to optimise the organisation's PR initiatives, including celebrity engagement and public-facing activities.

**Principal duties and responsibilities:**

**1. PR strategy and execution**

- Achieve/exceed visibility and awareness targets, within agreed expenditure budgets, by securing media coverage and engaging with celebrities and public figures.
- Develop and implement strategic plans for media relations, celebrity engagement, and public-facing PR activities.
- Make direct approaches to media outlets, celebrities, and influencers via phone calls, one-to-one meetings, presentations, and networking events.
- Build and maintain excellent relationships with a portfolio of media contacts and celebrity supporters.

**2. Media and celebrity stewardship**

- Ensure effective media and celebrity recognition and stewardship strategies are in place to encourage long-term engagement and support.
- Coordinate with the Digital and Engagement team and other teams to ensure that all PR benefits and recognition activities are delivered effectively.

**3. Team planning and management**

- Work closely with the Head of Digital, Engagement and Communications and other colleagues to ensure that PR activities are well-coordinated and contribute towards the overall strategy.

**4. Partnership working**

- Collaborate with colleagues from other departments to increase the likelihood of identifying and maximising PR opportunities.
- Ensure that potential media spokespeople both inside and outside the organisation have appropriate support and training to deliver our key messages effectively.

**5. Record keeping/monitoring**

- Ensure accurate reconciliation between PR activities and outcomes.
  - Keep accurate records of media interactions, celebrity engagements, responses, and follow-ups.
- 6. General responsibilities:**
- Assist and provide cover for colleagues as directed by your manager.
  - Refrain from acting in a manner that endangers yourself, fellow employees, or the public.
  - Avoid any behaviour that discriminates against fellow employees or potential employees.
  - Safeguard the confidentiality of information relating to children, staff, and Speech and Language UK's work.
  - Abide by all relevant Policies and Procedures.

**Speech and Language UK is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.**

This list of duties and responsibilities is not exhaustive, and the postholder may be required to undertake other relevant and appropriate duties as required. This job description is subject to regular review and appropriate modification.



**Person Specification**

| CRITERIA                    | ESSENTIAL  | DESIRABLE  |
|-----------------------------|--|--|
| <b>Qualifications</b>       |  | <ul style="list-style-type: none"> <li>▪ Professional qualification in PR/ Communications.</li> </ul>  |
| <b>Experience</b>           | <ul style="list-style-type: none"> <li>▪ Demonstrable in-house PR experience successfully working with the national press securing coverage.</li> <li>▪ Planning, managing, evaluating and implementing PR plans relating to high profile media campaigns including effective engagement with celebrity supporters.</li> <li>▪ Briefing staff, stakeholders and spokespeople for media work.</li> <li>▪ Planning, writing and developing PR materials for use in print and online.</li> </ul>  | <ul style="list-style-type: none"> <li>▪ Experience of setting up and maintaining relevant systems for PR monitoring and administration.</li> <li>▪ Experience in third sector press office/ PR agency.</li> </ul>   |
| <b>Skills and knowledge</b> | <ul style="list-style-type: none"> <li>▪ Excellent written style, ability to use tact and sensitivity when communicating with a wide variety of audiences and stakeholders including children and families.</li> <li>▪ Excellent verbal skills and an ability to build professional relationship with journalists, PR agencies, influencing non-PR experts and counterparts in other organisations.</li> <li>▪ Knowledge of online press coverage and evaluation packages.</li> <li>▪ Knowledge of regional, trade, online and national press and ability to identify and proactively pursue press opportunities for Speech and Language UK.</li> <li>▪ Evidenced ability to take a lead in developing the PR approach and strategy to support both wider organisational communications campaigns and standalone media activity to meet organisational objectives</li> <li>▪ Evidenced ability to create manage and evaluate effective PR campaigns and plans</li> <li>▪ Ability to use a variety of IT packages/databases including – Microsoft Office and externally managed media databases and online media evaluation tools.</li> <li>▪ The ability to work effectively as part of a small team as well as work on own initiative.</li> <li>▪ Good time management skills and ability to prioritise workload under pressure.</li> </ul> | <ul style="list-style-type: none"> <li>▪ Knowledge of education/ social affairs/ health/ third sector/ consumer/ press.</li> <li>▪ Understanding of speech and language challenges.</li> <li>▪ Disability awareness.</li> <li>▪ Awareness and interest in news/current affairs/politics and the broader third sector.</li> <li>▪ Understanding of crisis management procedures and plans.</li> </ul> |

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|---------------------------|--|---|
|                           |  |   |
| <b>Personal qualities</b> | <ul style="list-style-type: none"> <li>▪ Energy, enthusiasm and flair to work hard and achieve ambitious targets.</li> <li>▪ High standards of personal and professional integrity.</li> </ul>   |   |
| <b>Other factors</b>      | <ul style="list-style-type: none"> <li>▪ Committed to the overall aims of Speech and Language UK.</li> <li>▪ Flexible and positive approach to tasks and problem solving.</li> <li>▪ Willingness to travel and work flexible hours as demanded by the post.</li> <li>▪ Understanding and commitment to equal opportunities and empowerment.</li> </ul> | . |

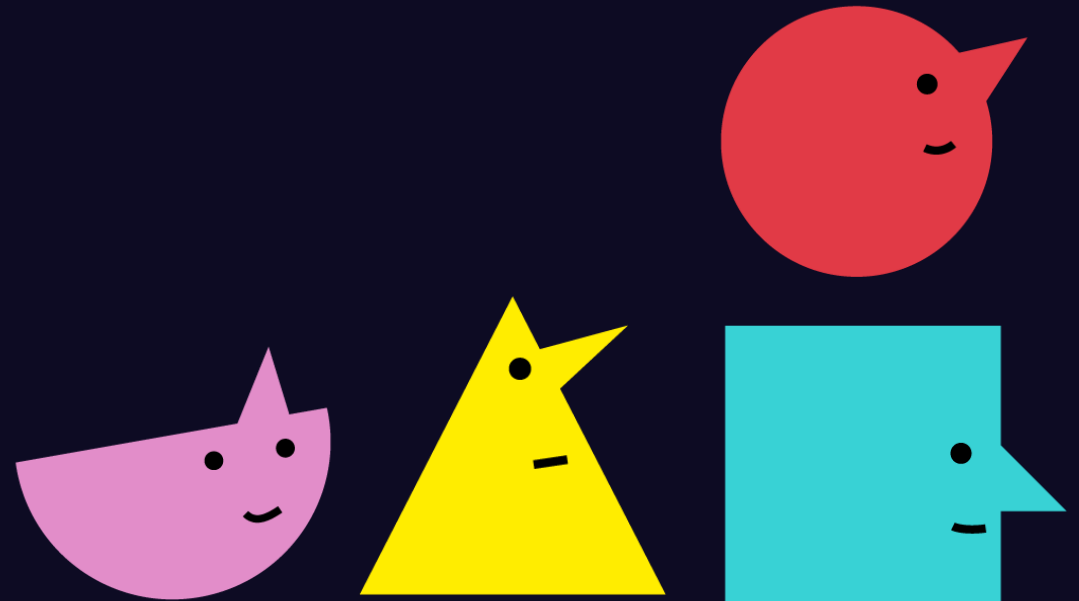
# Thank you

[Speechandlanguage.org.uk](https://speechandlanguage.org.uk)

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## How to Apply

Please submit your up-to-date CV and a supporting statement of no more than two pages, addressing specifications in Job Description and Person Specification: [jobs@speechandlanguage.org.uk](mailto:jobs@speechandlanguage.org.uk).

The deadline for applications is 9am on Monday, 9 December 2024.

### **Accessibility Support:**

We are committed to ensuring that our recruitment process is accessible to everyone. If you require any adjustments or need to apply in a different format, please contact our People Team at [hr@speechandlanguage.org.uk](mailto:hr@speechandlanguage.org.uk) and we will be happy to assist you.

We are a Disability Confident Committed Employer.

