



Media & PR Executive

The role reports to: **Communications Manager (Brand, Content & PR)**

The contract is: **Permanent**

Grade: **5.1**

The hours are: **37.5 hrs per week** – there will be the occasional evening and weekend working for which Time Off in Lieu will be given.

Location: Our Head Office is at **St Barnabas House**. This is a hybrid role. You will have a base location and a regular presence across our three hospices: St Barnabas House (Worthing), Chestnut Tree House (Arundel), Martlets (Brighton).

JOB PURPOSE

People are at the heart of all we do. And telling their stories – whether it's inspiring nurses delivering the best of care, courageous families supporting their loved ones, or dedicated supporters giving their time and energy to raise money – we have so many stories to tell.

The power of a good story is that it gets re-told, bringing awareness and understanding, and celebrating success. It prompts questions and conversations that inspire change. The Media & PR Executive plays a key role in championing our place in the community, reaching audiences through local, national and industry media, including traditional media, online, broadcast and radio.

You'll be a key driver in our external storytelling. You'll use your news sense to pick out opportunities from all our activities, and match these to our audiences. You'll have compassion, attention to detail, and the patience to work with many teams to bring these stories to life. You'll be confident working with journalists both locally and nationally. You'll understand the media landscape but be curious about how our audiences can be reached digitally and in community spaces too. You'll also understand SEO and how to adapt your media stories so we can use them for all our channels.

Our outputs range from news stories that support appeals, service updates, fundraising events and sector-led opinion. Reporting to the Communications Manager (Brand, Content & PR) you'll have our Content Managers side-by-side with you too as we find homes for all our amazing stories. We'll work together to make sure we are strategic and purposeful, tracking success and collaborating across teams to make the most of our content.

Key duties and responsibilities

- Work with teams to identify key stories that support our strategy, prioritising those stories with most potential for impact with our audiences – patients and families, supporters and the sector (inc. our staff and volunteers).
- Maintain and develop the media contacts list, with particular emphasis on developing relationships with new online and offline media contacts and channels.



- Help develop our sector voice, identifying key spokespeople and themes, and developing these into messages that can support the hospice sector and build understanding of palliative care.
- Lead media campaigns and key awareness moments, including briefings, support for staff engaging with media work and working with third-party organisations (i.e. Together for Short Lives, Hospice UK). You'll be able to plan for and deliver a multimedia package so we can serve online and traditional media outlets.
- Use our media monitoring service to deliver reports for the organisation, while engaging with the digital team so we can coordinate our reporting.
- Engage in sector listening, so we can contribute from a media perspective when discussing campaign tactics and key messages.
- Work with the Communications Manager (Brand, Content & PR) and Head of Marketing & Communications on crisis communications. You'll be able to identify potential risks and escalate concerns as appropriate.
- Demonstrate compassion, handling your work with sensitivity, patience and confidentiality.
- Deliver a variety of materials and identify the most appropriate output depending on the story and audience. From news articles to blogs, photo opportunities to interviews, you'll explore all options.
- Play an active role within the organisation, promoting positive, effective working, innovation, and best practice.
- Ensure all work produced follows brand and tone of voice guidelines.
- Recognise and respect the value of lived experience when working alongside our patients, families, friends and staff – helping those people to tell their story.
- Attend events to gather assets for PR or manage media/celebrities/influencers attending (this may involve occasional evening and weekend work).

Flexibility

This job description is intended to provide a broad outline of the role. The post holder may be required to carry out other duties commensurate with their banding and competence.

The post holder may have tasks or responsibilities delegated to them, appropriate to their level of competence. They may also be expected to delegate tasks or responsibilities to other employees within the team, as appropriate.

What you'll bring:

	Essential Criteria	Assessment method
Education/Qualifications	<ul style="list-style-type: none"> Degree in a relevant area, including English, journalism, marketing or media-related fields. CIPR qualification (desirable) 	Application Certificates
Experience	<ul style="list-style-type: none"> Working within Media, PR or Communications and generating quality coverage. Excellent communication and fast-paced writing skills. Writing press releases and working with print, online and broadcast media. Working alongside videographers and photographers, adept at identifying, commissioning and delivering multimedia content packages. Creating content for social media platforms and basic knowledge of SEO. Working with celebrities in PR work, liaising with agencies and negotiating levels of engagement. 	Application Interview References
Knowledge, Skills and Abilities	<ul style="list-style-type: none"> Good understanding of PR evaluation methods. Ability to plan and manage your own time to meet goals and deadlines. Attention to detail is a must when managing consent and engagement with bereaved families. Creativity and an eye for a good story. The ability to demonstrate strategic thinking, selecting the appropriate channel, tactics and multimedia type for a story to support in our organisational objectives. Knowledge and contacts within the local media area (desirable) 	Application Interview References
Personal Attributes and values	<ul style="list-style-type: none"> Ability to reflect on and evaluate your own work. Be a strong team player with a positive and flexible approach, and the desire and commitment to continuously improve. Empathy and patience for the people we support. 	Application Interview
Other	<ul style="list-style-type: none"> Enhanced DBS A valid UK driving licence and the ability to travel frequently throughout the working day across the catchment area for the hospices. 	Recruitment checks

OTHER DUTIES

To undertake any other duty within your ability and within reason, as may be required from time to time, at the direction of your line manager.

ASSISTANCE

The Hospice has the advantage of being supported by a number of volunteers. If a volunteer is assigned to assist you at any time, you will still retain responsibility for the requirements of this job in terms of accuracy,



efficiency and standards of completion. You will also ensure good communication and be mindful of your responsibility towards that volunteer in terms of Health and Safety.

CONFIDENTIALITY

You should be aware of the confidential nature of the Hospice environment and/or your role. Any matters of a confidential nature, relating to patients, carers, relatives, staff or volunteers must not be divulged to any unauthorised person.

DATA PROTECTION

You should make yourself aware of the requirements of the Data Protection Act and follow local codes of practice to ensure appropriate action is taken to safeguard confidential information.

HEALTH AND SAFETY

You are required to take reasonable care for your own health and safety and that of others who may be affected by your acts or omissions, and you should ensure that statutory regulations, policies, codes of practice and safety and good house-keeping rules are adhered to, attending safety and fire lectures as required.

INFECTION CONTROL

Infection Control is everyone's responsibility. All staff both clinical and non-clinical are required to adhere to the Hospice's Infection Prevention and Control Policies.

SAFEGUARDING

All staff and volunteers are required to be aware of and adhere to St Barnabas Hospices' safeguarding policies and attend the appropriate training as and when necessary.

TRAVEL

The organisation has offices in Arundel, Hove and Worthing and you will have a base location at one of these. Where it is a requirement of the role to work across our different offices, it is anticipated that you are likely to spend up to two days a week working at one or more of these locations, as required.

VISION AND VALUES

Our vision is to ensure that anyone facing a life limiting illness should receive the care and support they deserve. Our values are that we are Caring Connected and Courageous.

JOB DESCRIPTION

This Job Description is not intended to be restrictive and should be taken as the current representation of the nature of the duties involved in your job and needs to be flexible to cope with the changing needs of the job and the Hospice.