

# MEDIA & PR

# MANAGER

JOIN A FORWARD THINKING  
RESEARCH CHARITY



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Animal Free Research UK is the leading charity working to create a world where human diseases are cured faster without animal suffering. By pioneering excellence, inspiring and supporting scientists and influencing change, we are ending the use of animals and improving medical research.

**Our vision** is a world where human diseases are cured faster with animal-free human-specific technologies.

**Our purpose** is to accelerate scientists' transition from using animals to using new approach methodologies in medical research.

**Our mission** is to champion better medical research for the good of animals, patients and science.

For more than fifty years we have funded pioneering research and helped to shape a modern, ethical approach to medical science. We believe that using animals in medical research is unethical, costly and ineffective, and that human-specific technologies offer a faster and more reliable path to new treatments.

At the heart of this work is the Centre for Human Specific Research, created to catalyse a step change in the adoption of human-specific technologies across academia, industry and policy. The Centre brings together scientists, innovators and decision-makers, raising awareness of advances in human-relevant research, supporting collaboration and advocating for the systemic changes needed to modernise medical science.

**Join our award-winning team and make a life-saving difference to people and animals.**

The **Media & PR Manager** role is a pivotal senior position at a critical moment for our charity and the wider research landscape. This role will shape our public voice, strengthen our reputation and help influence how medical research is understood by journalists, policymakers, scientists and the public. Working closely with colleagues across science, policy and engagement, the postholder will lead high-impact media activity, position Animal Free Research UK as a trusted and authoritative voice, and ensure our narrative supports credibility, influence and change.

**Together we will create a brighter future for everyone.**

## JOB PROFILE

<b>Job title:</b>	Media & PR Manager
<b>Salary:</b>	c. £42,000 - £45,000 pa
<b>Hours:</b>	Full time (35 hours per week, typically worked Mon-Fri)
<b>Location:</b>	Remote working with occasional travel throughout the UK
<b>Reports to:</b>	Director of Supporter Engagement

## JOB PURPOSE

- To lead Animal Free Research UK's media and PR function, shaping how the organisation and animal-free research are understood across national, sector and digital media.
- To strengthen the organisation's influence by translating scientific and policy developments into clear, credible narratives that support progress towards animal-free approaches being recognised as necessary in research and policy.
- As a sole, standalone role, this position combines strategic leadership with full responsibility for the planning and delivery of all media and PR activity.

## DELIVERABLES

### Owning and leading the organisation's media and PR approach

- Develop and deliver a clear, evidence-led media and PR strategy aligned with organisational priorities.
- Identify priority narratives, audiences and opportunities to maximise influence.
- Set direction and priorities for all media activity, ensuring consistent and effective delivery.
- Act as the organisation's internal authority on media and PR, providing direction and advising senior colleagues on approach, messaging and reputational considerations.

### Shaping how animal-free research is represented publicly

- Identify and act on opportunities to influence how animal-free research is represented in public, scientific and policy-facing media.
- Translate complex scientific and policy developments into clear, accurate and compelling media content.

# DELIVERABLES

- Ensure all media output reflects scientific credibility, organisational values and long-term positioning.

## Securing consistent, high-quality media coverage

- Build and maintain relationships with journalists and media stakeholders across national, sector and digital outlets.
- Plan and deliver proactive and reactive media activity, including drafting press releases, statements, briefings and commentary.
- Secure coverage through direct pitching and relationship-led engagement.
- Act as the organisation's primary media contact, handling incoming enquiries and determining appropriate responses.

## Exercising judgement and using insight to strengthen impact

- Make day-to-day editorial and engagement decisions independently, escalating where appropriate.
- Identify emerging risks, opportunities and trends in the media landscape.
- Monitor media coverage and use insight to inform future activity and prioritisation.
- Provide clear analysis and recommendations to support organisational learning and decision-making.

## General responsibilities

- Act as the organisation's primary point of contact for all media enquiries.
- Manage occasional out-of-hours media activity where required as part of the role.
- Maintain up-to-date knowledge of media, communications and PR best practice.
- Adhere to organisational policies, procedures and values at all times.
- Contribute to a collaborative and inclusive working environment.
- Take responsibility for ongoing professional development and performance improvement.

# PERSON SPECIFICATION

## Person specification and selection criteria

### Essential

- Extensive experience in a senior media and/or PR role, with a strong track record of securing impactful coverage across national, broadcast or high-reach digital media.
- Experience operating as a lead or sole media authority, with responsibility for setting direction and exercising professional judgement on behalf of an organisation.
- Proven ability to advise senior colleagues on media strategy, messaging and reputational risk, including the confidence to challenge where necessary.
- Experience building and managing relationships with journalists and media stakeholders.
- Excellent written and verbal communication skills, with the ability to interpret complex or technical information and communicate it accurately and persuasively.
- Experience managing both proactive and reactive media activity, including working under time pressure.
- Strong organisational skills, with the ability to manage multiple priorities and deadlines.
- Strong news judgement and understanding of how media narratives develop and gain traction.

### Desirable

- Experience working in a science, health, policy or research-focused organisation.
- Understanding of the UK media landscape relating to science, public affairs or the charity sector.
- Experience supporting campaigns, advocacy or public engagement activity.
- Experience acting as a media spokesperson.

# PERSON SPECIFICATION

## Knowledge & Attributes

- Strategic thinker with the ability to deliver high-quality work at pace and manage competing priorities.
- Influential communicator with strong interpersonal skills and confidence engaging a range of stakeholders.
- High level of professional judgement, resilience and discretion.
- Comfortable working autonomously and taking responsibility for prioritisation and decisions.
- Collaborative approach, with the ability to work effectively across teams.
- Commitment to animal protection, scientific integrity, and the mission and values of Animal Free Research UK.

## Other Requirements

- Willingness to travel as required.
- Flexibility to work occasional out-of-hours as part of media management responsibilities.

## HOW TO APPLY

We welcome applications from candidates of all backgrounds. If you are unsure whether you meet all the criteria, we encourage you to apply anyway.

We recognise that people use AI tools in many contexts. For this application, please ensure your answers reflect your own specific experience and insights. We use follow-up questions at interview to confirm authenticity.

Please apply by visiting <https://www.charityjob.co.uk/jobs/animal-free-research-uk/media-pr-manager/1064073?tsId=36> and submit a CV and cover letter explaining how you meet the person specification and requirements of the role.

If you require any reasonable adjustments to take part in the application or interview process, please let us know when you apply or contact [recruitment@animalfreeresearchuk.org](mailto:recruitment@animalfreeresearchuk.org).

Closing date: **Thursday 30 April 9 2026, 5pm**

### First-round interviews:

Held via Microsoft Teams w/c 11 May 2026 (Monday–Tuesday and Thursday–Friday)

### Second-round interviews:

Held via Microsoft Teams on Wednesday 20 and Thursday 21 May 2026

Shortlisted candidates will be contacted shortly after the closing date to book a first-round interview slot from the dates listed above.

If you have any questions regarding the role, please contact [recruitment@animalfreeresearchuk.org](mailto:recruitment@animalfreeresearchuk.org)