

INFORMATION PACK

PR & Media Lead

Job Description

Thrive's vision is that gardening is actively encouraged as part of personal health and wellbeing management and Social & Therapeutic Horticulture (STH) services are available wherever people live.

We are looking for an experienced and passionate communicator to lead and support in the development and delivery of Thrive's PR and communication plans, to boost our awareness and engagement through a variety of channels.

This is a versatile role with primary responsibility for driving Thrive's external PR and media activity, which will be key in meeting our objectives of promoting the use of gardening and horticulture to improve health and wellbeing, and to further the development and delivery of therapeutic gardening and horticulture interventions in the UK.

Broad Outline of Key Responsibilities –

- Being the lead for PR and media across the charity
- Developing positive relationships with media; leading and managing proactive and reactive media engagement, including media releases, interviews, writing articles, drafting and signing-off quotes
- Creating external communications for our professional audiences
- Taking the lead on developing case studies and creating assets to support compelling stories
- Working across all areas of Thrive ensuring media coverage is communicated
- Working with senior leaders to understand the key messages, organisation strategy and desired outcomes
- Supporting the organisation in developing our tone and key messaging that can be used across the organisation

About You

You will be a highly organised and detail orientated individual with a deep understanding of what makes engaging content. You will have experience of increasing reach and engagement through powerful story-telling and an ability to convey complex messages into digestible, clear and concise communications for a range of audiences. This role will work across all areas of the organisation, so it is important that you are confident and collaborative in supporting others to incorporate PR and media into communications and marketing projects and campaigns.

Our Values

Excellence – We are dedicated to providing the best quality services to everyone we support and collaborate with

People Focussed - People are at the centre of what we do as an organisation. We recognise and respect everyone's uniqueness and work with them to fulfil their potential.

Ambitious - We believe in the power of Social & Therapeutic Horticulture and in ourselves as an organisation to grow the sector and widen our impact.

Collaborative - We understand the value of working with others, knowing we will achieve greater things together than we can on our own.

Title:	PR & Media Lead
Place or base of work:	Hybrid working – 60% of time at Thrive’s National Headquarters at Beech Hill, near Reading (travel to other Thrive centres and elsewhere will be necessary). Remote working may be considered.
Reports to:	Head of Marketing & Engagement
Direct reports:	None
Salary:	£30,000 per annum FTE (pro rata for part-time)
Hours:	35 hours per week (part-time work considered, pro rata)
Contract:	Permanent

Main Purpose of the Role

We are looking for an experienced communicator who can help us develop our PR and media strategies. This is a hands-on role with primary responsibility for Thrive’s external PR, media and communications. Reporting to the Head of Marketing & Engagement, the role crosses all functions and work areas and will focus on raising awareness and engagement;

- To create compelling and accessible communications for a range of audiences
- To build awareness and trust in and commitment to Thrive
- To connect with other organisations who share our vision and values

Key Responsibilities

PR & media

- Lead on all media activity with support from the Communications Team to deliver high quality coverage
- Oversee proactive and reactive media engagement, including media releases, interviews, writing articles, drafting and signing-off quotes for senior staff and trustees, providing images
- Develop positive relationships with journalists in targeted media, including national broadcast and print, regional and trade press, to reach our key audiences
- Act as spokesperson for Thrive when needed
- Ensure media coverage is effectively communicated to key internal audiences
- Play a key role in the development and implementation of the Crisis Communication Plan, working with Managers and Trustees as appropriate
- Report on and evaluate media coverage, including use of media monitoring service

Communications and Information

External

- Produce and co-ordinate Thrive’s monthly enews for our supporter, professional and training audiences
- Send regular email communications via our email marketing platform to our supporters, monitoring performance and supporting other teams with email marketing

- Co-ordinate the creation and delivery of Thrive's Impact Report – working across Thrive teams and external agencies
- Work with the Communications team to produce high-quality and topical information in a variety of formats on using gardening and the outdoors for health and wellbeing
- Support the Comms Team to plan and drive Thrive's awareness raising campaigns

Social

- Work with the Content Lead and Comms & Marketing Officer to grow our external reach and engagement by developing ideas, responding to trends and media hooks with creating inspiring content for a range of channels
- Provide support to provide regular reports on performance

Content Planning & Development - Story Telling

- Take the lead on working with staff, clients, volunteers, supporters and stakeholders to build strong case studies through video and image creation, stories in print and online and other appropriate formats
- Develop the case study and story library with support from the Content Lead
- Work with the Comms Team to create content and assets such as video, images, case-studies

General

- Provide support to the Communications & Marketing team with enquiries and fulfilling requests for information on gardening with disabilities/long-term conditions/ill health
- Provide support to the fundraising team, eg through corporate partnerships, events and fundraising campaigns
- Keep abreast of the latest trends and create responsive content where appropriate to Thrive's message and purpose
- Ensure all communications activity, including social media, reinforces the brand positioning and strategic direction of the charity, reinforcing key messages
- Planning and scheduling work to align with other Comms & Marketing and Organisational activities

One Thrive

- Play an active role within Thrive, inputting to improvement projects as required
- To undertake training and skills development and keep up to date with the changing requirements of the role
- Ensure good use of data at all times to support compliance and GDPR

Within the boundaries of the role description, new projects and work areas may be incorporated into the role over time or as the role and needs of the organisation develop. Amendments and additions may be required in the future, in line with policy and other changes.

PERSON SPECIFICATION

	Essential	Desirable
Experience	<ul style="list-style-type: none"> • PR, media and comms planning • Demonstrable experience of generating positive, targeted news coverage • Experience of content creation and writing for online and offline media • Experience using a range of social media platforms • Proven ability to produce information for and communicate with a variety of external audiences • Experience of using Microsoft 365 suite of apps • Keen to develop analytical and reporting skills to further understand the success of different media activity and campaigns 	<ul style="list-style-type: none"> • Understanding of charities and sector • Experience of using Canva • Experience of working collaboratively with external agencies
Skills and Knowledge	<ul style="list-style-type: none"> • Able to work with Content Management Systems to create digital content • Excellent organisational skills • Excellent written and verbal communication skills • Strong creative and story-telling skills • Photo and video creation & editing skills, preferably Adobe Cloud Suite 	<ul style="list-style-type: none"> • Knowledge or interest of STH/gardening • Knowledge of CRM databases • Knowledge of website editing
Personal Qualities	<ul style="list-style-type: none"> • Energetic and action oriented with a 'can-do' attitude • Good interpersonal & relationship building skills • Resourceful and confident in using own initiative • Confident and effective communicator • Curious, enquiring and empathetic • Able to respond quickly and effectively to media enquiries • A creative and imaginative thinker • Passion for delivering creative and effective comms to improve awareness • Fluent in written and spoken English • Attention to detail 	

Overview of Terms of Employment & Benefits

Salary: £30,000 per annum

Line manager: Head of Marketing & Engagement

Contract: Permanent

Contract: 35 hours per week (number of hours flexible so please enquire)

Location: Thrive is currently promoting hybrid working. The role will involve travel to all three of Thrive's centres (Reading, Battersea Park London and King's Heath Park Birmingham). Remote working considered but must be able to attend 1/4ly team meetings in person in Reading and travel to our centres when necessary (circa x2 per month).

Working hours: For those working part-time, days of work can be agreed with your line manager. Full-time staff work Monday to Friday 9-5pm or 8-4pm. Some flexibility of working hours may be required and given the nature of Thrive's services working on evenings or Saturdays and Sundays is undertaken from time to time, in which case days off in lieu may be granted.

Notice periods: the notice period will be 8 working weeks.

Holidays: annual holiday entitlement is 25 days (pro rata for part-time). In addition to annual holiday entitlement, you are entitled to all statutory holidays. Part time staff are entitled to statutory and bank holidays on a pro-rata basis on the same ratio as days worked, or if work is undertaken on those days you are entitled to time off in lieu.

Sickness absence: Full salary for the first 20 days; half salary for the next 20 days; subsequent absences at nil salary (apart from any SSP entitlement) until return to work.

Pension: you will be automatically enrolled into Thrive's contributory pension after 2 months employment. Thrive's contribution to the pension scheme is 4% of gross salary and you will be required to contribute a minimum of 4%.

Death in Service Benefit

Employee Assistance Programme: The EAP offers a range of services that are designed to offer you a happy and fulfilling life. This includes access to free counselling services and several information helplines.

Lifeworks/Perks: A portal that offers discounts and cashback - Employees can access 1000s of perks with discounts on everyday purchases, discounted cinema tickets, savings at their favourite restaurants, cashback and more.

To Apply:

Please send your **CV and a covering letter** explaining how you meet the person specification, to recruitment@thrive.org.uk Closing date is 12th April 2024 and interviews will take place on 18th and 19th April 2024.

To achieve our goal of engaging as many people as possible in 'gardening for health', we know that our employee team needs to better reflect and represent all of our communities. Therefore, we particularly welcome applicants from a Black, Asian and Minority Ethnic background, and disabled people, as these groups are currently under-represented among Thrive's employees.

Thrive are a Disability Confident Employer and as such we are committed to the employment and career development of disabled people and will offer an interview to give you the opportunity to demonstrate your abilities at an interview, if you declare that you have a disability and meet the minimum criteria for the job.

By 'minimum criteria' we mean that you must provide us with evidence in your application which demonstrates that you generally meet the level of competence required for each competency as well as meeting any of the qualifications, skills or experience defined as essential.

Successful appointment to this post will be subject to satisfactory references and Disclosure & Barring Service checks. Thrive complies fully with the DBS Code of Practice. Having a criminal record will not necessarily prevent an individual from working for Thrive.



Thrive are a Disability Confident Employer and as such we are committed to the employment and career development of disabled people and will offer an interview to give you the opportunity to demonstrate your abilities at an interview, if you declare that you have a disability and meet the minimum criteria for the job.

By 'minimum criteria' we mean that you must provide us with evidence in your application which demonstrates that you generally meet the level of competence required for each competency as well as meeting any of the qualifications, skills or experience defined as essential.

Successful appointment to this post will be subject to satisfactory references and Disclosure & Barring Service checks. Thrive complies fully with the DBS Code of Practice. Having a criminal record will not necessarily prevent an individual from working for Thrive.