



JOB PACK

PR & Communications Officer

Reporting to the Communications & Marketing Manager

Working alongside the Digital Communications & Marketing Officer

Hours: Part time, 21 hours per week (including Tuesday for staff meetings), flexible with hybrid work arrangements.

Location: This role could be home-based, with ability to attend the office near Cambridge a number of times per year or could be hybrid, with weekly attendance at the office on a Tuesday.

Salary: FTE £28000 (£16,800 pro-rated).

About Tom's Trust

Tom's Trust is the UK's only charity dedicated to providing mental health support to children and young people, with brain and other central nervous system tumours, and their families. We believe that every child with a brain tumour should have access to the mental health support that they need, as well as their loved ones. Approximately 500 children aged 0-19 are diagnosed with a brain tumour each year. That's nearly 10 children per week. Many children experience serious mental health issues such as PTSD, anxiety, and depression, as a result of their tumour, and 62% of children who survive a brain tumour will then live with life-long disabilities (such as blindness, hearing loss, lost motor-function or learning disabilities).

Tom's Trust clinical psychologists support hundreds of families, working within hospitals in the East, North-East and North-West; helping children from diagnosis, through their brutal treatment and as they return to life at home. Our team is also there to support a family if their child is dying or has sadly died from this devastating disease. It is our mission is to provide psychological support to children with brain tumours and their families in every area of the UK that needs us.

www.tomstrust.org.uk You can also find us on [LinkedIn](#), [Instagram](#), [Facebook](#) and [X](#).

Role overview

Tom's Trust is looking for an experienced PR officer and talented copywriter to join our communications team. You will be responsible for our media relations work (proactive and reactive) that will involve working with family stories, managing our award applications, writing copy for multiple channels and supporting with developing and delivering impactful campaigns.

Key responsibilities

PR work:

- Identify story opportunities within the charity
- Draft press releases, statements, biogs, and briefing materials for media
- Media liaison to secure appropriate media coverage
- Offer a reactive press office
- Develop valued relationships with key media and nurturing those to benefit the charity long term
- Brief internal and external spokespeople, photographers, families



- Have an awareness of the national news agenda and identify opportunities for Tom's Trust to be part of the discussion
- Use your initiative and contribute ideas to generate content for news stories and features
- Liaise with our Digital Communications & Marketing Officer to ensure we are connecting with key journalists, influencers and celebrities on our social media channels
- Keep our media database and coverage records up to date
- Look out for other awareness raising opportunities for the charity
- Identify awards to apply for and manage the application process

General comms:

- Develop and deliver communications and campaigns across various formats and channels, including social media, website, marketing materials, stakeholder comms
- Create engaging and consistent content to support marketing, fundraising, and influencing goals
- Plan and monitor communications and campaigns, developing annual calendars and budgets, and generating insights to improve reach and engagement
- Develop tools for measuring your impact

Qualifications

- Proven – experience in PR essential
- Essential – a proactive attitude
- Desirable – experience working with real-life stories
- Strong collaborative skills and ability to work as part of a team
- Proactive approach to planning and executing communications strategies
- Analytical skills to measure and improve communication effectiveness

What we offer

- Flexible working hours
- Supportive team
- Ongoing training opportunities
- Great holiday and pension package
- All the tech you need to do your job
- A chance to make a real difference

Equal opportunity

Tom's Trust is an equal opportunities employer, dedicated to fostering an inclusive work environment where all employees feel supported and valued.

Interviews

Interviews for this role will be virtual and the deadline is 9am Monday 23rd September. We may conduct interviews before this deadline as we receive suitable submissions from candidates so please send in your application at the earliest opportunity.

If this role resonates with you, we would love to hear from you.