



JOB DESCRIPTION

Job Title: PR & External Communications Manager		Updated Month/Year: March 2026
Directorate: Marketing and Engagement	Reports To Job Title: Head of Communications and Campaigns	Location: Regular travel to London to meet with stakeholders and journalists

Role Context:

NCT, the National Childbirth Trust, is the UK's charity for pregnancy, birth and early parenthood. For nearly 70 years, we've been alongside women and parents, offering trusted information, practical support and building communities. We're here for every parent, to help them feel confident, connected and safe.

We are best known for our award-winning antenatal classes, but we also do much more. We campaign on issues that matter to parents, provide infant feeding support, and run thousands of free community events and activities led by our amazing volunteers. We also support families facing challenges like social isolation, feeding difficulties, and poor mental health. We offer support in communities, in hospitals and online. Last year we supported 250,000 parents on their unique journeys through pregnancy, birth, infant feeding, and early parenthood.

Role Purpose:

To lead the day-to-day delivery of NCT's external communications, including the operation of the press office, ensuring NCT's voice is timely, clear and credible across media and public channels.

The role is responsible for managing media relations, handling press enquiries and building strong relationships with journalists and key stakeholders to support the charity's reputation, influence and impact.

Working closely with the Head of Communications and Campaigns, the role supports the delivery of proactive and reactive communications activity, ensuring NCT responds confidently and effectively in a fast-moving and often sensitive external environment.

The role also contributes to the development and delivery of consumer-facing communications, working closely with the Head of Marketing to identify opportunities to reach and engage parents through a broader range of channels, including digital-first media, influencers and partnerships.

A key part of the role is identifying emerging issues and opportunities, using judgement and initiative to shape responses, propose approaches and ensure NCT is visible and relevant in external conversations.

The role works closely with the Marketing & Growth Manager and Content Studio to ensure communications and content are aligned, coordinated and delivered effectively across channels.



Success in the role depends on strong judgement, responsiveness and a proactive, solutions-focused approach, operating with a “see it, own it, solve it” mindset, taking ownership of media handling and external communications activity, and ensuring issues, opportunities and responses are progressed confidently without unnecessary escalation.

Key Accountabilities/Duties:

1. Press office and media relations

- Lead the day-to-day operation of the press office, ensuring timely, accurate and well-judged responses to media enquiries
- Manage the press inbox and phone, prioritising and responding to enquiries in line with agreed frameworks and escalation principles
- Build, grow and actively manage strong relationships with journalists, editors, content creators and sector commentators, developing a network that supports both reactive and proactive communications
- Identify and prioritise key media and creator relationships, investing time in developing deeper engagement and long-term partnerships
- Proactively brief media where appropriate, supporting the visibility and positioning of NCT
- Maintain clear records of media engagement and relationships

2. Reactive media handling and issue response

- Take ownership of responding to reactive media enquiries, using judgement to assess risk, sensitivity and appropriate response
- Draft statements, lines and responses to media enquiries, ensuring clarity, accuracy and alignment with NCT’s messaging
- Identify when issues require escalation and involve senior colleagues appropriately
- Work at pace to ensure NCT responds in a timely and coordinated way to external events
- Operate with a “see it, own it, solve it” mindset, taking responsibility for progressing responses and making recommendations to senior colleagues

3. Proactive communications and media opportunities

- Identify and propose proactive media opportunities aligned to organisational priorities, messaging, campaigns and external moments
- Support the development and delivery of media plans for campaigns and key organisational moments
- Pitch stories, case studies and spokespeople to media, working closely with the Head of function
- Ensure a balanced approach to storytelling, reflecting a range of parent experiences and NCT’s impact
- Work closely with the Head of Marketing to identify and develop consumer-facing communications opportunities that extend NCT’s reach and relevance with parent audiences, across a range of channels, including digital-first publications, influencers, partnerships and emerging media formats
- Leverage media and creator relationships to identify and unlock opportunities for coverage, storytelling and audience engagement

4. External communications delivery and alignment

- Lead the delivery of external communications outputs, including press releases, statements and key messaging documents
- Ensure all communications are aligned to NCT’s messaging framework, tone of voice and inclusive language principles
- Work closely with the Marketing & Growth Manager to align communications with campaign plans and priorities



- Collaborate with the Content Studio to ensure communications are translated effectively into content across channels
- Contribute to a coordinated and joined-up approach to external communications across the organisation

5. Monitoring, insight and opportunity spotting

- Monitor media coverage, social channels and the wider external environment to identify emerging issues, trends and opportunities
- Provide insight and recommendations based on media activity, audience conversations and external developments
- Identify risks early and propose appropriate responses or positioning
- Ensure NCT remains responsive, relevant and visible in key conversations

6. Communications operations, measurement and continuous improvement

- Establish and maintain clear communications frameworks, including reactive messaging lines, holding statements and guidance to support consistent and confident responses
- Ensure communications activity is well-organised, documented and easy to access, reducing reliance on ad hoc or reactive decision-making
- Strengthen monitoring and evaluation of communications activity, including media coverage, response effectiveness and contribution to organisational objectives
- Track and report on communications performance, identifying patterns, gaps and opportunities for improvement
- Work closely with the Head of Communications and Campaigns to ensure measurement frameworks are implemented and reporting supports organisational decision-making
- Identify recurring themes, risks or inefficiencies in communications activity and take initiative to improve processes, approaches and outputs
- Contribute to building a more proactive and insight-led communications function, ensuring learning is captured and applied to future activity

7. Ways of working, responsiveness and out-of-hours support

- Contribute to a responsive and well-coordinated communications function, supporting activity across campaigns and external communications
- Work closely with the Marketing & Growth Manager to maintain alignment in planning and delivery, including shared visibility of upcoming activity
- Participate in shared team responsibilities for reactive communications, including regular rota-based cover for press phone/inbox and occasional out-of-hours working
- Support continuity of communications activity during periods of leave or high demand, ensuring consistent and reliable delivery

Role Dimensions:

Area of Responsibility	Details
<i>Line Management Responsibilities</i>	<i>No current line management responsibility, but will be required to work with and manage agencies and freelancers</i>
<i>Key Stakeholders</i>	<i>Head of Communications and Campaigns Head of Marketing Marketing and Growth Manager Content Studio team</i>



	<i>NCT spokespeople and senior leaders</i>
<i>Governance Reporting Lines</i>	<i>Monthly reporting on media targets</i>
<i>Groups and Meeting Attendance</i>	<i>Weekly team meetings, regular project meetings</i>

NCT Culture and Working Practices:

Our Values - Welcoming, Collaborative, Inclusive, Bold, Trusted

Safeguarding and Health and Safety - The welfare and safety of individuals is at the heart of everything that we do. NCT is committed to safeguarding, Health and Safety, and promoting the welfare of children and adults and expects all staff to share this commitment.

Equity, Diversity and Inclusion - NCT is committed to social justice and equity. We are dedicated to being an anti-racist charity and believe that inclusion is everyone's responsibility. Being there for every parent requires bold action to challenge inequalities. By creating inclusive spaces and services that are built on collaboration and trust, we welcome and celebrate diversity and strive to meet the needs of the pregnant women, new parents, families and communities that we serve.

Declaration:

This job description is intended to be forward thinking and indicative rather than final and exhaustive. The listed responsibilities and key duties and tasks may develop and evolve over time and NCT reserves the right to update and/or remove certain elements. NCT endeavours to keep substantial changes to a minimum and to promptly update this job description to take account of such developments.

The skills required to deliver this work, post restructure include:

Core skills

- High EQ and emotional regulation
- Systems thinking
- Critical thinking and judgement
- Creative problem-solving
- Learning agility
- Collaboration across boundaries
- Resilience under ambiguity

Delivery and improvement skills

- Process improvement / lean thinking
- Change delivery
- Digital fluency
- Data-informed decision-making
- Stakeholder engagement

Ways-of-working skills

- Working autonomously
- Operating in a matrix style structure
- Leading without authority
- Prioritisation and focus

PERSON SPECIFICATION