



## Work with us... Join our Business Support team

Job description, person specification and other information on why joining the Dimensions team is a great choice to make!



# Welcome

As one of the country's largest not-for-profits, we are driven by our values. People with learning disabilities and their families are at the heart of everything we do and we want every person we support to have a great life, with excellent outcomes. We couldn't achieve this without a wide range of business support functions, either based within our central services teams or within regional teams.

It all starts with you!

## Why choose Dimensions?

We're an organisation that sets the standards for our sector.

By joining one of our business support functions you'll use market leading technology and tools to help us become an exemplar organisation, making sure we're the best we can be.

We encourage all our colleagues to have a healthy work-life balance and we'll work with you to regularly identify opportunities to develop your skills and career.

We can offer great opportunities for career development and offer sector-leading training programmes and qualification opportunities.

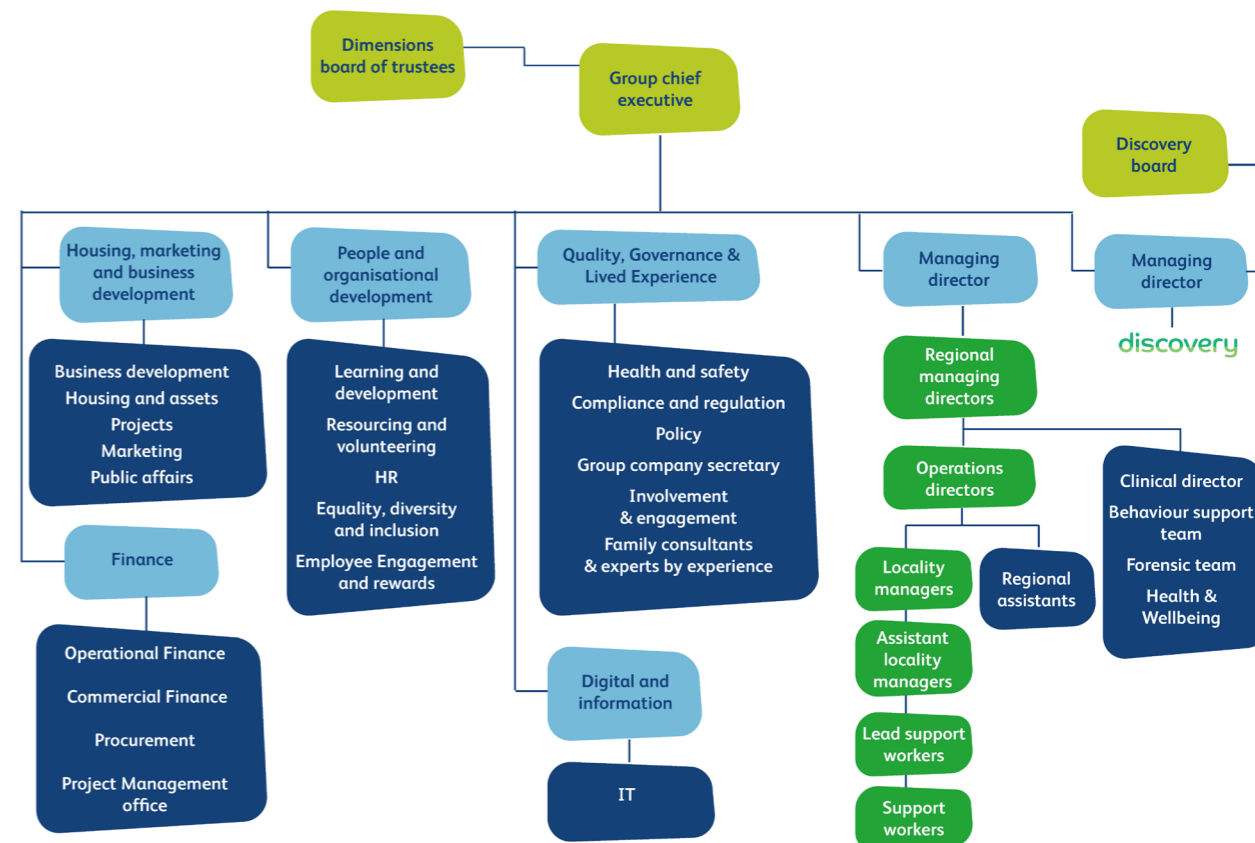
We are an inclusive employer, valuing the diversity of our workforce, being respectful of differences and making reasonable adjustments to ensure people reach their full potential.

Your hard work and dedication won't go unnoticed. You'll make a real difference to people's lives and could be nominated for our Inspiring People recognition scheme.

## Our team and our values

We are a values based employer, which means we expect everybody to demonstrate our five core values:

- **Ambition:** helping people be the best they can be
- **Courage:** being brave enough to make a difference
- **Integrity:** being honest and fair in all the things we do
- **Partnership:** working with other people to make a bigger difference
- **Respect:** treating everyone fairly and knowing that everyone's voice is important.



### Our career development programme:

## Aspire

All permanent colleagues have regular opportunities to gain a place on our award-winning career development programme, Aspire.

If you secure a place, you'll explore new ways and opportunities to progress with help from a professional career coach.

Your coach will support you to develop your training, job shadowing and networking opportunities.

From here, you'll work together with your line manager to establish a career development plan and see how you can achieve your goals.

### Our skills development programme:

## Learning Connect

Learning Connect is a fresh and interactive online learning platform available to all our colleagues.

You'll have the opportunity to work through a wide range of training courses and development pathways – learning new skills and improving your knowledge in areas such as assertiveness, time management, project management and handling conflict.



## Our benefits

Our sector-leading package of colleague benefits really builds up... Your benefits can be worth up to £1,220 per year.

### Your reward

- Competitive salary.
- 30 days annual leave entitlement (including bank holidays), rising to 35 days.
- Pensions, including a money purchase scheme with employee and employer contributions.
- An occupational sick pay scheme.
- The opportunity for flexible working.

### Looking after you

- Free access to the Employee Assistance Programme (EAP) with a 24/7 helpline for advice – also available to family members.
- A comprehensive wellbeing strategy and listening network.
- Free death in service life assurance cover.

### Valuing you

- Discounts and cashback on shopping through Rewarding Dimensions.
- Recognition of excellence in our Inspiring People awards.
- £200 bonus for recommending a friend to work for us if they're employed.
- You may also benefit from a work mobile phone, our bike to work scheme, season ticket loans, and more.

### Your development

- We provide a thorough induction and training programme when you join us.
- In addition to regular 1-2-1s and annual appraisals, we'll help you develop and progress your career.
- We've invested to provide you with free, ongoing access to a huge range of training and support to help you develop.

### Moving on up

- We offer fantastic career development opportunities and have a 'promote from within culture'.
- Aspire, our award-winning career development programme, will support to you to develop the skills, confidence and experience to progress your career within the Dimensions Group.
- We provide financial bonuses every five years through our Long Service Awards.

“Every individual makes a difference to the quality of support we provide, whatever job they do”

Stella Cheetham

Group Director of People & Organisational Development

“At Dimensions we believe that each and every role within the organisation contributes to achieving our organisational purpose: supporting people with a learning disability or autism to enjoy life to the full.

We encourage people from our central services to get out and about, to meet our operational colleagues and experience the work we do to support people.

We recognise that all of our roles have a vital contribution to make. We ensure that everyone is aware of the individual difference they can make to the quality of support we provide, whatever job they do.”



# PR Manager

## Job description and person specification

**Accountable to:** Head of External Affairs

### Purpose of the role

To influence change by putting the issues that matter most, both to Dimensions and to the people we support, on the public's agenda.

You will help Dimensions to work towards our vision of better lives for more people by reaching our target audiences more frequently and more impactfully and building relationships with key journalists.

Through your work Dimensions will build on its reputation as an expert on sector issues, a good sector partner and an organisation dedicated to supporting people with lived experience to tell their own stories.

### Core duties

#### Planning

- To develop a media relations plan and co-ordinate public relations activity in line with our corporate priorities, working closely with the Campaigns Manager, Head of External Affairs and Head of Marketing and Communications.
- To stay up to date with health and social care issues, identifying opportunities to raise our voice.
- To manage the journalist database and clippings service.
- To line manage our social media officer.

#### People

- To build strong, trusting relationships with journalists and producers with an interest in social care and related issues, fielding all media enquiries.
- To build the CEO's (and other identified colleagues') reputations as experts in their field and create opportunities for them to influence key stakeholders.
- To enable people we support to tell their stories and achieve a higher profile in the media. To build good networks with operational colleagues, enabling both planned and short-notice commentary in the media.

### Storytelling

- To create content for press releases, byline articles and op-ed pieces by delivering newsworthy stories based on original data, personal stories and clear calls to action.
- To create opportunistic media stories from our ongoing social media and internal content, and in line with the issues of the day in the media.
- To produce briefings and position statements for internal spokespeople.

### Reporting

- To measure, evaluate and share PR and social media results and lessons learned on a quarterly basis.
- To deliver a frequent roundup of key news to key internal stakeholders, supporting internal sector awareness on key issues and seeking resulting opportunities to project our voice on the issues that matter most to us.

### Other

- To adhere to our Newspaper Licence Agreement and Copyright Licencing Agency obligations.
- To follow team consent procedures for all external PR.
- To support the occasional delivery of effective crisis communications.
- To share responsibility for out of hours services: the press office and social media.

### Please note:

This job description is not exhaustive and reflects the type and range of tasks, responsibilities and outcomes associated with the role.

In addition to the above you are expected to:

- Undertake other duties from time to time as required by your manager or Head of Department / Director.
- Maintain confidentiality in accordance with our data protection policy and procedure.

## Person specification

Please use this in conjunction with the advertised requirements. The final column indicates how we will tell if you have provided evidence of the required criteria. Criteria considered from the application form will be marked Shortlisting, those reviewed when we meet you will be marked Interview and those considered via assessment at interview will be marked Test.

Qualifications		
Degree or equivalent in journalism, marketing or similar	Essential	Shortlisting/ Interview

Experience		
Extensive experience of designing, executing and evaluating successful public relations campaigns on social affairs issues at both a local and national level	Essential	Shortlisting/ Interview
Able to demonstrate significant experience as a social affairs journalist or similar	Essential	Shortlisting/ Interview
Strong, demonstrable relationships with key journalists	Essential	Shortlisting/ Interview
An eye for a news story, with a track record of gaining high-profile coverage on social affairs issues	Essential	Shortlisting/ Interview
Personal or professional experience in social care (particularly working age adults)	Desirable	Shortlisting, interview
Responding to situations that could present reputational risk	Essential	Shortlisting/ Interview
Strong, demonstrable social media experience and demonstrable impact	Essential	Shortlisting / Interview

Skills		
Exceptional writing, editing and verbal communication skills	Essential	Shortlisting/ Interview
Drafting stories that generate headlines and communicate key messages	Essential	Shortlisting/ Interview
Multimedia skills such as photography, videography and podcasting	Desirable	Shortlisting/ Interview

Knowledge and understanding		
An understanding of social care, in particular issues around and support for working age adults	Desirable	Interview
An understanding of how social media plays an important part in a media strategy to support influencing activity	Desirable	Interview
Managing case studies, including safeguarding and data protection	Desirable	Interview
Advising and briefing senior spokespeople	Desirable	Interview

Attributes		
Ability to think and plan strategically	Essential	Shortlisting/ Interview
Ability to deal with changing priorities and work to tight deadlines	Essential	Shortlisting/ Interview
Ability to work under own initiative	Essential	Shortlisting/ Interview
Ability to inspire colleagues to be proactive in sharing experiences and good news	Essential	Shortlisting/ Interview
Ability to simplify complex messages	Essential	Shortlisting/ Interview
Ability to travel and stay away overnight on occasion	Desirable	Interview
Close personal alignment to Dimensions' values, and diversity & equality	Essential	Shortlisting/ Interview



# Proving life can get better

Dimensions provides evidence-based, outcomes-focussed support including sector leading positive behaviour support for people with learning disabilities, autism and complex needs. We help the people we support to be actively involved in their communities.



## Contact us

Email: [resourcing@dimensions-uk.org](mailto:resourcing@dimensions-uk.org)

Telephone: 0300 303 9019

## Find out more

[www.dimensions-uk.org/careers](http://www.dimensions-uk.org/careers)

Find us on social media @DimensionsUK

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