

Carers
First



Candidate Pack
Press and Campaigns Officer

Welcome

Thank you for your interest in working for Carers First as our next Press and Campaigns Officer.

This is an exciting time to be joining the charity as we are begin delivering our new, ambitious three year strategy and starting to look at our goals for the future. Over the last three years we have considerably grown our reach and support for carers, evolved our operations, forged new partnerships and improved our ability to measure the impact of our support, with and for, carers.

In this new role, we are looking for a talented and experienced PR professional to drive forward our press and media engagement, helping to raise our profile and local presence, so we can reach and support more carers.

If you have the passion and drive to make a difference and you have the experience and skills we are looking for, we are keen to meet you - and welcome you to our dedicated and talented team.

Warmest wishes

Alison Taylor
Chief Executive



About us

We understand that life as a carer can be challenging. Getting the support and help you need shouldn't be.

Any of our lives could be turned upside down due to the ill-health, frailty or disability of a family member or friend. In fact, two in three of us can expect to become a carer in our lifetime.

There are currently 5.5 million unpaid carers in the UK, however carer charities estimate that number could be as high as 10.6 million. Their huge contribution saves our economy £162 billion each year - the cost of a second NHS. Each carer's needs and situation are unique, but many face similar challenges. They can struggle to balance employment, finances, or their own wellbeing and time for themselves with their caring role. They may not be aware of the help and support available to them - and that is why we are here.

Carers First works directly with, and for carers, providing personalised information and tailored support in the way that suits them: online, on the phone, or face to face in their local community. With the help of our supporters and volunteers, we can continue to be there for carers, helping them find balance, and to live their lives to the fullest - today, and for years to come.



Our values

We are:

Positive

We are dedicated to working with carers to make a positive, material difference in their lives. We celebrate diversity and work in an inclusive, positive and supportive way, actively listening and valuing everyone's contribution.

Collaborative

We recognise the importance and strength of working in collaboration with local and national organisations to deliver improved support to carers. We also know the importance of collaborating with our Carers First colleagues, sharing knowledge and learning, being curious, respecting differences and working with integrity and transparency.

Ambitious

We are ambitious and tenacious in our determination to support more carers in better ways. We will innovate and develop our programmes of support so more carers are able to obtain the support they need, at the time they need it, to achieve a balance in their lives and enable them to live their lives to the fullest.

Diversity and Inclusion

We are proud to be a diverse and inclusive workplace.

Carers First is committed to promoting equal opportunities in employment. Employees and any job applicants will receive equal treatment regardless of age, disability, gender reassignment, marital or civil partner status, pregnancy or maternity, race, colour, nationality, ethnic or national origin, religion or belief, sex or sexual orientation (Protected Characteristics).

Carers First has an absolute commitment to equality and diversity which is about:

- Recognising and valuing difference.
- Recognising and seeking to redress inequality and disadvantage.

Our commitment is firmly founded on our belief that:

- To offer services that are personal, committed and creative we need a diverse staff team who can respond to our carers as individuals.
- To attract, keep and motivate the most talented staff, we need to:
 - Reach out to all sections of the community.
 - Provide a working environment in which everyone feels valued, respected and able to contribute.

Both as a service provider and an employer, we aim to be empowering, supportive and to offer as much flexibility as possible in order to help everyone realise their full potential as carers or

employees of Carers First.

The charity recognises that true diversity in service delivery provision and within the staff group also involves a willingness to act, where necessary, at combating the effects of existing barriers to fair and equal treatment.

Our strategy 2021-24

In April 2021, Carers First introduced our three-year strategy, to spell out exactly how we will help more carers access the vital support and services they need so we can make a real difference to their lives.

It is important to us that our strategy was developed by a range of people from staff, trustees and funders but also colleagues in social care, health, schools and, most importantly, carers themselves.

With their collective views and opinions, we've formed a strategy that will enable us to reach and support significantly more carers and make a positive, material difference to their lives.

Strategic Objectives

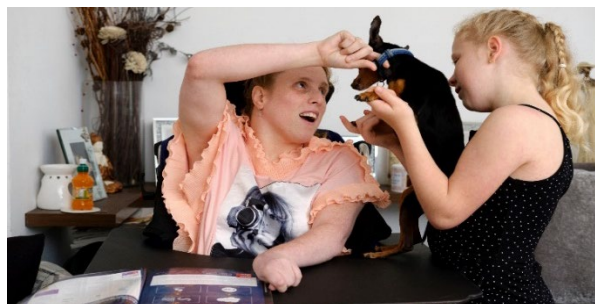
The Carers First strategy builds upon our successful past and enables us to reach and support significantly more carers, deliver new services and programmes, forge new collaborations to increase our impact and to grow and diversify the funding base of the charity.

We are unrelentingly focusing on **five objectives**:

1. Recognise and reach greater numbers of carers, at the earliest opportunity
2. Enhance our support to carers to make a material difference in their lives
3. Raise the profile of Carers First and its work, to secure support for carers in collaboration with other organisations
4. Develop a vibrant, supported, inclusive and high performing team
5. Grow our financial sustainability and strengthen efficiency of our operations

Our services will be designed with carers, ensuring the support we offer is inclusive and accessible to all carers in different communities.

By joining Carers First, you will play a vital part in helping us achieve this. You can help us achieve something amazing.



Our impact and reach

Last year, we reached over **274,000 carers** which exceeds our 2024 strategy target of 250,000 a year early. We have been able to make a material difference in carers' lives and we can evidence that carers feel more confident, informed and resilient in their caring role and that we are maintaining and improving their Carers Star score.

We are growing, and currently have over **45,000 carers registered** with us.



Join our team

When you join Carers First, you join a vibrant, inclusive, and supportive team who all have a shared interest in supporting unpaid carers to continue living their lives to the fullest, across the country.

In a community dedicated to caring, we believe that our employees and volunteers really do make a difference, therefore, we emphasise the importance of learning and development, as well as actively encouraging them to develop their skills with our fantastic learning and development programme. This means that all of our team become the best that they can be, whilst helping others do the same.

The role

Job Title: Press and Campaigns Officer

Salary range: £23,250 – £26,738

Contract: Permanent

Hours: 37 Hours per week

Location: Hybrid with occasional travel to Carers First locations

Job Description

Job title: Press and Campaigns Officer

Reports to: Head of Communications

Purpose of the role: Responsible for Carers First's press and media engagement, helping to raise awareness of Carers First and carers through campaigns and media relations activities.

Job Overview

The Press and Campaigns Officer will:

1. Raise the profile of Carers First, building our brand awareness and engagement levels to reach new carers and to raise awareness of the issues affecting carers
2. Be responsible for our press and media activity, helping us to secure national and local coverage
3. Increase local presence and improve visibility of Carers First across the areas we work
4. Support with the development and delivery of our campaigns and projects, helping to increase engagement and promote across the areas we work

Responsibilities and Duties

- 1. Raise the profile of Carers First, building our brand awareness and engagement levels to reach new carers and to raise awareness of the issues affecting carers.**
 - Identify opportunities for increasing public awareness and understanding of Carers First, working with the communications team to help promote our work
 - Act as a local 'brand guardian', ensuring that the brand guidelines are followed and there is consistency across all communications
 - Increase both national and local awareness of Carers First, helping us to be more recognisable and visible in local communities
 - Support with internal communications keeping staff and stakeholders up to date with Carers First's activities

- 2. Be responsible for our press and media activity, helping us to secure national and local coverage**
 - Work in co-production with carers to prepare and distribute press releases and pitch features, ensuring their views and voices are heard
 - Identify and build relationships with relevant journalists and influencers
 - Be the first point of contact for press and media at Carers First and respond to breaking news stories with timely comments
 - Identify and support Carers First spokespeople and carers, providing training, briefs and accompanying events as required
 - Create new processes and follow best practices, working with the Head of Communications to develop a PR plan

- 3. Increase local presence and improve visibility of Carers First across the areas we work**
 - Support with producing and delivering Locality Communication Plans in collaboration with our services teams and commissioners
 - Work collaboratively with colleagues and carers to capture content and good news stories across the areas we work
 - Produce stakeholder maps and engagement plans to support in building relationships with key stakeholders across the areas we work, utilising their channels to help us reach carers in their communities
 - Work with the communications team to develop engaging and relevant content for our communications channels, including social media, web and email

4. Support with the development and delivery of our campaigns and projects, helping to increase engagement and promote across the areas we work

- Produce and promote resources and toolkits to engage stakeholders and media in our campaigns
- Co-ordinate media and advertising activities to support campaigns and projects, working in co-production with carers to identify the best channels for reach
- Help to engage and secure new partnerships
- Work with the fundraising team to develop fundraising campaigns and promote fundraising activities

These are the normal duties that are required for this position. However, it is necessary for all employees to be flexible and they may be required, from time to time, to perform other duties as may be required for the efficient running of the charity. This Job Description is non-contractual, it will be subject to reviews and may change.

Person Specification

Skills and Experience

Education

Degree level education in a relevant subject (e.g. communications, marketing or journalism) or equivalent skills and experience

Communications and media relations

- 1-2 years of experience in a public relations or communications position, ideally within the charity or public sectors
- Knowledge and understanding of the UK media landscape
- Experience of working with journalists at national or regional levels and success in securing significant media coverage
- Confident with excellent verbal and written communication skills and the ability to craft and pitch stories to the media
- High attention to detail with excellent editing and proof-reading skills
- Proficient in drafting timely and accurate press releases and statements
- Experience working on campaigns and executing and monitoring media plans

IT and digital experience

- Excellent IT skills including ability to use Microsoft Office suite
- Experience using digital marketing platforms, such as email automation programmes, content management systems and social media scheduling software
- Experience using platforms and systems to publish press releases and monitor media coverage

Personal Qualities

- Superb organisational skills with a proven ability to prioritise work to meet deadlines and show attention to detail.
- Able to work well under pressure and respond to issues at short notice and occasionally out of hours.
- Strong interpersonal skills with the ability to build positive relationships and influence others and work collaboratively and flexibly to achieve outcomes.
- Highly self-motivated and able to work autonomously, take initiative and make decisions.
- Collaborative and a team player
- Ability to demonstrate understanding of and commitment to the goals and values of the charity.
- Commitment to actively promote equality, diversity and inclusion within the charity.

Rewarding our employees

We provide a reward package for our employees upon joining Carers First.

Our reward package includes:

- 26 days Annual Leave which increases with continuous service + Bank Holidays.
- 1 days Birthday Leave
- Benenden Private Healthcare Membership (following successful probationary period)
- Pension
- Death in Service Benefit
- Employee Assistance Programme
- Carer Passports
- High Street Discount Platform
- Flexible Working Options

How to apply

To apply for a role with Carers First, please complete in full our online application form via our website: <https://www.carersfirst.org.uk/about-us/working-for-us/>

Appointments are subject to Carers First receiving an appropriate disclosure from the Disclosure and Barring Service that we consider acceptable.

We encourage and welcome applications regardless of gender, ethnicity, religion, disability, sexual orientation or age.

If you would like to discuss this role confidentially, please contact Sarah Lane, Head of Communications (sarah.lane@carersfirst.org.uk), and she will be happy to organise for one of the Team to contact you.

Please note that if you have not been contacted within one week of the closing date, your application has not been successful.

Tips on completing your application

- Read the Job Description and Person Specification carefully.
- Be sure to include in your employment history, details of relevant duties to the role you are applying for and any transferable skills you may have.
- Include any other work or volunteering experience you have which you feel is relevant.
- Read the Skills and Experience required for the role in the Person Specification and demonstrate clearly in your application evidence of how you meet each of these.



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carersfirst.org.uk

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