



the brain injury association

## Role Profile

### Press Officer

<b>Team:</b>	Communications
<b>Reporting to:</b>	Press and Campaigns Manager
<b>Salary:</b>	£25,500
<b>Location</b>	Remote

### The role purpose

As the Press Officer you will play a crucial role in raising awareness of brain injury, by cultivating relationships with journalists across the UK and securing coverage, helping brain injury survivors tell their stories and supporting Headway's Fundraising and Services team in promoting the vital work they do.

### Overview of the Department/Team

Media relations are a key focus, as we work to raise awareness and understanding of brain injury through impactful campaigns, most notably during Action for Brain Injury Week (ABI Week).

The Communications Department plays a crucial role in advancing the organisation's mission.

We lead policy and public affairs efforts, connecting with political stakeholders to influence health, social care, and welfare policies.

Our team manages digital communications, ensuring timely and engaging content across our website and social media channels.

Additionally, we publish expert-informed publications and information sheets, providing essential guidance to those affected by brain injury, helping them navigate and understand their condition.

The Press Officer is often the first point of contact for media enquiries and is an important conduit for maximising opportunities for quality media coverage, as well as speaking with brain injury survivors about their experiences.

## **Role description**

You will be dedicated to increasing the visibility of our charity in the media, cultivating productive relationships and developing our archive of stories from brain injury survivors, fostering a positive and supportive image of Headway.

This is to:

- Celebrate the achievements of brain injury survivors across the UK, promote the services that Headway UK offers and raise awareness of brain injury
- Establish Headway as a leading voice in the area of brain injury, ensuring that relevant media outlets are presented with relevant information

To effectively communicate Headway's mission, you must have a deep understanding of our impact, working across all Headway teams to ensure you keep up to date with current targets, issues and successes.

## **Key areas of accountability**

### **Awareness raising media work**

- To obtain regular positive national and local media coverage for Headway
- To produce high-quality written materials for release to the media
- To communicate with and facilitate media coverage for independent Headway charities and volunteer led branches across the country, helping to raise their profiles locally.
- To monitor and evaluate media coverage and PR activity to enable the effective tracking of the charity's reputation.

### **Media and stakeholder relations**

- To be the first point of call for all media enquiries and take appropriate action.
- To curate lists of relevant journalists and to manage and cultivate relationships with local and national media.
- To liaise with the fundraising department and promote its initiatives in local and national media outlets.

### **Content development, campaign support and case studies**

- To source and interview individuals willing to share their personal experiences of brain injury & to draft personal testimonies and create a database of case studies ready to be used in reaction to relevant news stories.
- To assist in the production of Headway News and other regular communications
- To assist in the planning and execution of the national campaign for Action for Brain Injury Week and to assist in the implementation of additional campaigns throughout the year

## Corporate responsibilities

- **Safeguarding** –Safeguarding is at the heart of what we do and every member of staff has a duty ensure that they understand and follow safeguarding procedures to promote the welfare of our staff and service users.
- **H&S** –We are an employer who is committed to Health and Safety and you will have a role to play ensuring that we continue to embed a health and safety culture.
- **GDPR** – You will help ensure that we remain fully compliant of our obligations in respect of data.
- **Equal Opportunities** is a key value of Headway UK. Every member of staff has a personal responsibility to ensure that they behave in an inclusive way and contribute to our diversity goals.
- **You are an Ambassador for Headway UK** – We want all our staff, regardless of roles to be our Ambassadors, representing the charity and promoting the work we do.

## Person Specification

### Press Officer

<b>Qualifications</b>	<b>Essential/ Desirable</b>	<b>Assessment Method Application/ Interview</b>
Educated to degree level	Desirable	Application
Member of a relevant professional body	Desirable	Application
<b>Experience and Knowledge</b>		
Experience of working with local, regional and national media outlets	Essential	Application & Interview
Experience of writing press releases and selling in stories to the media	Essential	Application & Interview
Experience of generating written content for use in print and online	Essential	Application & Interview
Experience of interviewing individuals from all backgrounds	Desirable	Application & Interview
Experience of cultivating relationships with journalists	Essential	Application & Interview
Experience of using media monitoring software	Desirable	Application & Interview
<b>Skills and Abilities</b>		
Strong interpersonal skills, including the ability to listen and empathise, and confidence to persuade and influence	Essential	Interview
Strong writing skills with good attention to detail	Essential	Application
Ability to prioritise demanding workloads and work under pressure	Essential	Interview
<b>Other</b>		
Demonstrate a clear understanding of safeguarding (adults at risk)	Essential	Application & Interview
Demonstrate a clear understanding of equality of opportunity and diversity issues	Essential	Application & Interview
Demonstrate a clear understanding of GDPR and the impact that it has on the role day to day.	Essential	Application
Demonstrate a clear understanding of health and safety.	Essential	Application
Appropriate workstation and set up to facilitate you working from home e.g. desk, adjustable chair etc	Essential	Interview

Please note this role is subject to a Basic criminal records check.