


<b>Role:</b> Senior Branding and PR Manager	<b>Directorate, Team:</b> Governance and Purpose
<b>Reports to:</b> Head of Charitable Purpose	<b>Contribution Level:</b> 2

<b>To achieve our mission, we have three strategic priorities</b>	<b>Essential life skills</b>		<b>Improving systems, processes, and infrastructure</b>
	<b>Skills for jobs</b>		<b>Building income and ensure sustainability</b>
	<b>Learning networks</b>		<b>Engage effectively with key stakeholders</b>
	<b>Striving for learner Success</b>		<b>Develop our people and culture</b>

**Role Purpose:**

To lead in the planning and execution of key PR and brand campaigns, including national press campaigns and other public events. Flagship annual events and campaigns include the design and launch of WEA’s annual Impact Report, the Annual Conference, policy influencing campaigns and learner voice events. You will have responsibility for delivering these and other integrated campaigns across a variety of channels to raise the profile of WEA and adult education within sector-specific and general audiences locally and nationally, and to build relationships with WEA’s beneficiaries and stakeholders. You will support colleagues across the Governance & Purpose Directorate in developing advocacy packs, action planning, and other initiatives relating to the “lifelong learning movement” and local campaigning efforts. You will play a key role in shaping the public profile of the Association to ensure a positive brand presence and media coverage that aligns with the WEA mission, values, and strategic priorities.

**Key deliverables (max 6):**

1. Plan and develop key PR and brand campaigns, nationally and locally.
2. Deliver annual flagship events such as the Annual Conference, Learner Voice events, and launch of the Impact Report.
3. Build WEA’s public profile and stakeholder engagement, and support policy influencing by utilising our Impact Report, case studies, policy recommendations and other research.
4. Ensure consistency of messaging across diverse outlets from campaign to campaign, and clear alignment between messaging and WEA mission, values, and strategic priorities.
5. Work closely with the Head of Charitable Purpose and across other departments to build WEA’s public profile, inform local and national advocacy, and develop relevant and appropriate messaging and campaigns.
6. Cultivate and manage relationships with sector-specific and general national and regional media outlets (print, broadcast, and digital)

**Key performance measures (linked to deliverables):**

1. Strong partnerships with national and local media (print, broadcast, and digital) that result in positive coverage and increased awareness of WEA brand and impact.
2. Consistency of messaging aligned to WEA’s mission, values, and strategic priorities.
3. Robust stakeholder engagement in flagship events and campaign launches.
4. Relevant action planning resulting in measurable advancement of brand awareness and strategic priorities, and responsiveness to beneficiaries and stakeholders.
5. Advocacy campaigns and materials are relevant, impactful, and reflect stakeholder input.

**What you need to do the job:**

<p><b>Experience &amp;/or Qualifications</b></p> <ul style="list-style-type: none"> <li>• Experience of developing communications and PR plans across a range of projects</li> <li>• Experience of working across a range of media channels and using a variety of campaigning approaches</li> <li>• Excellent verbal and written communication</li> <li>• Demonstrated ability to develop durable relationships with colleagues, partners, and stakeholders.</li> <li>• Experience of the value of brand in the charity sector</li> </ul>	<p><b>Key Skills – Learned &amp; applied ability (max 6)</b></p> <ul style="list-style-type: none"> <li>• Sensitivity to and awareness of the wide range of learners (including vulnerable adults) benefitting from WEA provision.</li> <li>• Flexibility in approach and the ability to adapt to internal and external change.</li> <li>• Ability to work with colleagues at all levels of the organisation.</li> </ul>	<p><b>Key competencies – behaviours/attitudes that lead them to be successful in a job. (core 3 plus 3 related to role)</b></p> <ul style="list-style-type: none"> <li>• Accountability</li> <li>• Collaboration</li> <li>• Delivery Focus</li> <li>• Relationship Building</li> <li>• Resilience</li> <li>• Problem Solving</li> </ul>
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