



National PR Manager

Context:

We love seeing the Church positively portrayed in the media. We love giving our clients a voice that will be heard by millions. And we love the process of making that happen: the 'long game' of winning media contacts over, warming them up, selling in the perfect 'angle' on a story, lining everything up and – bam! – winning coverage that reaches millions with the message of CAP.

The PR & News team is part of Communications & Digital Engagement, which sits in the Fundraising and Marketing section of the charity.

Purpose:

The role of the National PR Manager is to raise awareness of CAP within the national and Christian media – including press, radio, TV and websites. They will also train and support centre managers to obtain publicity in their local areas.

Personality:

We're energetic, target driven, skilled communicators who understand the power and value of getting the life saving message of CAP out in the news and media.

Passion:

With an ability to sniff out the best angle on a story, our passion is to win over media outlets of all kinds and see good news stories published.

Role:

Accountabilities

- Work with the Head of Communications & Digital Engagement and Brand Communications Manager to build and lead CAP's PR and media strategy.
- Generate coverage from national newspapers, TV, websites and radio.
- Generate coverage in Christian press, TV and radio.
- Work with Fundraising teams to generate support and increased income through PR and media coverage.
- Ensure PR support of key charity launches and events.
- Build and maintain relationships with key contacts in news and media
- Handle incoming PR enquiries and ensure interviewees are sourced, working with the Stories Researcher where required.
- Work with the Digital Content Team to ensure the web site features up-to-date press releases and 'CAP in the News' is refreshed week-by-week
- Ensure there is a trained CAP team who can carry out media interviews
- Be the main contact for the out of hours PR line
- Be the main lead in a PR crisis. Ensure the charity is as well prepared as possible to minimise the impact of a crisis.
- Manage and maintain CAP's PR risk register, making recommendations on how and when to mitigate against risks, where necessary.
- Provide oversight of the Communications Officer - in generating regional radio, TV and online coverage

- Provide oversight of the Communications Officer - providing CAP centres with PR support with releases for local press monthly and extra assistance to struggling centres
- Train new Centre Managers and Community Links Coordinators and give on-going advice
- Support new Centre Managers and Community Links Coordinators in their efforts to get into the press and media

Measurable Outputs:

- Generate 8 pieces of national coverage from national papers, TV, websites & radio pcm
- Generate 10 pieces of Christian PR from press, TV, radio & web including 1 written piece in press pcm
- Work with local centres and the Communications Officer to generate 70 pieces of regional radio, TV, web per month
- Ensure 24 pieces of regional coverage per month are generated by the team
- Achieve target amount of fundraising support generated as a result of PR
- Achieve target client enquiries through PR

Culture:

- Clearly live out and embrace the cultural values of CAP.
- Clearly demonstrate a heart and passion for the charity.
- Sincere acceptance, understanding and practice of the Christian ethos and purpose of the Charity.

Other Responsibilities Include:

- Being willing to pray with staff and be fully engaged with our Christ centered culture.
- To encourage friends, family and other contacts to support the charity through the Life Changer program, and other fundraising initiatives.
- Attendance at annual CAP staff conferences .
- Complete all compulsory CAP training within given timescales.

The above job profile is a guide to the work you may be required to undertake but does not form part of your contract of employment and may change from time to time to reflect changing circumstances.

Person

Education

- A degree or equivalent qualification in a subject relevant to the role

Experience

- Essential
 - Experience in journalism or marketing.
 - Experience working in a senior PR role for a charity or business.

- o Experience of creative and/or persuasive writing.
- o Experience of working to a tight deadline.
- o Experience of having to work using your own initiative
- o Experience in training and developing people.
- Desirable
 - o Experience in fundraising through PR and media relationships.
 - o Experience in driving and delivering results over the phone.

Skills/Abilities

- Excellent written communication skills
- Ability to understand the unique needs of different audiences
- Ability to write creatively and persuasively
- Good command of English grammar and spelling
- Strong creative and innovative skills and eye for detail.
- Ability to manage multiple projects and meet deadlines.
- Ability to prioritise time, tasks and attention effectively.
- Flexible
- A love for detail and excellence.
- Ability to relate and communicate effectively to secure media coverage.
- Ability to remain calm and professional when communicating in challenging situations.
- The ability to train and develop people in a variety of ways.
- Able to create interesting news angles for press

Christian Commitment:

- The candidate must be able to give both verbal assent to and practical demonstration of Christians Against Poverty's Statement of Faith and Core Values
- Must be able to actively participate in prayer and worship, whether individual, small group or corporately, as an expression of their own personal faith and in line with CAP's Statement of Faith.

All adults working in, or on behalf of CAP have a responsibility to safeguard and promote the welfare of children and adults. This includes: A responsibility to ensure a safe environment in which CAP Services can be delivered. Identify children and adults where there may be safeguarding concerns and to follow the CAP Safeguarding Policy in addressing any concerns appropriately.

July 2020