

Job Description

Job Title: PR & Marketing Officer

Reports to: Head of Fundraising

Job purpose: To implement a public relations and marketing plan to grow awareness of bibic and its services. Provide PR and marketing support for the organisation and implement the strategy while working closely with the Head of Fundraising. To drive a growth of media coverage and digital reach in order to grow awareness of bibic.

Key Accountabilities

- Develop a PR and marketing plan including goals, budget and tactics to support bibic.
- Lead responsibility for all press releases, briefing spokespeople, drafting case studies, media and digital evaluation and gathering communications collateral including third party testimonials, quotes, images and video content.
- To take responsibility for external PR & Marketing events and maximising opportunities for communications activity.
- Support the senior management team with national coverage by identifying and targeting appropriate media appearance.
- To ensure appropriate marketing materials are available to implement the fundraising strategy.
- To monitor and track the public and media opinion of bibic.
- To identify, arrange and attend events including press launches, news conferences, industry events, exhibitions and open days.
- To develop and nurture good working relationships with media and other key opinion formers.
- Responsibility for designing, writing and/or producing presentations, press releases, news articles, digital content, leaflets, 'in-house' journals, reports, publicity brochures, information for web sites and promotional videos.
- To work with the Corporate and Events Officer to develop corporate packages and messages.
- To ensure all communication and marketing material complies with the brand guidelines.

- Work with the fundraising team to maximise local and national PR and marketing opportunities.
- Regularly provide content for bibic social media channels
- Form, nurture and maintain excellent relationships with regional media to develop their support for bibic and maintain coverage.
- Monitor, analyse and communicate PR results on a quarterly basis

General Requirements

- Responsible for all PR & marketing activity within the hospice catchment area.
- Policies and Procedures – ensure that all bibic’s Policies and Procedures are adhered to at all times.
- Best Practice - adhere to the highest standards of corporate fundraising best practice as set out in the Fundraising Regulators Fundraising’s Code and ensure that all activities comply fully with the relevant Data Protection obligations and any other legislation.
- Confidentiality – acknowledging the need for professional sharing of necessary information with relevant parties, maintain a strict confidentiality of information both internal and external.
- Performance – participate in regular supervisions and annual appraisal with the Head of Fundraising.
- Other duties – undertake any other duties as reasonably required by the CEO / Trustees. Note, that this job description is not contractual and may change over time as agreed with the CEO and Board of Trustees.
- To promote bibic’s good name, and an effective working relationship, with outside organisations.
- To work outside office hours, travel, and make overnight stays when required, be a passport holder, and the ability to travel abroad.
- A ‘hands-on’ and ‘can-do’ attitude.
- The post holder needs to demonstrate the maturity to manage a wide range of relationships in a positive manner and therefore able to command the respect of fundraisers, marketing and others from all departments.

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Due to the dynamic nature of the sector we work in, job descriptions are subject to review.

Job holders are expected to be flexible and may be required to undertake duties which are not described in those above.

Terms and conditions

Salary: £23,000 fulltime salary pro rata for 22.5 hours per week
 Holiday: 20 + 3 mandatory days between Christmas and New Year, plus bank holidays.
 Hours: 22.5 hours per week
 Location: Flexible with access to the South West
 Pension: You will be eligible for bibic's auto-enrolment scheme
 Other Benefits: Life Insurance following 1 years' service and group permanent health care.

References – this role is subject to the receipt of a satisfactory Enhanced Disclosure and Barring Service check and suitable references.

Person Specification

Essential	
Skills, Knowledge, Experience, Education	Extensive experience of working in a PR and/or journalistic environment and preferably experience or keen interest in using PR to generate fundraising within a charity
	Experience of collating, and dealing sensitively with case studies
	Excellent understanding of traditional and digital media (print, broadcast, social and online)
	Exceptional writing and editing skills
	Experience of developing and working within brand guidelines and an understanding for the importance of growing a strong brand
	Solid experience with social media including blogs, Facebook, Twitter, etc.
	Strong planning and organisational skills including project planning, reporting and follow-up, personal self-management and work administration.
	Proven track record designing and executing successful public relations campaigns at both a local and national level

	Accomplished user of IT and database systems including Microsoft Word, Excel and PowerPoint.
	Highly effective in management of own time and workload with the ability to work well on own initiative and as part of a team.
	Clean driving license and passport holder, willing to travel including abroad.
Abilities	A proactive and energetic personality, flexible and enthusiastic.
	Highly self-motivate, proactive, ambitious and results-driven. Ready to seize new opportunities, research and source new ideas. A track record of delivery and seeing things through to completion.
	Credible negotiating and influencing skills.
	Demonstrates initiative to get things done with the ability to plan for key milestones.
	Willingness and ability to work unsociable hours as required at events and business meetings.