



# Brain Tumour Research

Together we will find a cure

## Job Description: PR Manager

**Overall responsibility to help raise awareness and funds for research into the biggest cancer killer of children and adults under the age of 40, through case studies, press releases, research, and campaigns.**

### **Job purpose:**

We're looking for a focussed and intelligent individual who excels in a fast-paced, diverse PR environment and welcomes the opportunity to make a difference as part of a rapidly-growing and influential charity. This includes embracing a variety of communication assets, from statistics to celebrities, and striving to maximise the impact of the organisation through all media channels. We value commitment and demonstrable work ethic, in addition to natural and intuitive PR abilities and strong creative ideas.

**Reports To:** Head of PR

**Direct Reports:** None

**Salary:** c. £32,000 depending on experience

This is a terrific opportunity to join a highly motivated and talented team sharing a passion for finding a cure for brain tumours.

The PR team's primary function is to raise the profile of Brain Tumour Research and strengthen the reputation of the charity through print, broadcast and online media, both nationally and regionally, in order to fuel the exponential growth of the charity.

The chosen candidate will be responsible for writing and pitching stories in an engaging and concise way, promoting our key messaging and core campaigns. They will also thrive on exceeding objectives and be happy to report on their media coverage and progress.

Sensitivity and empathy are called for in this post and the successful candidate will need to be able to deal with difficult and emotional situations in close contact with patients and their families.

The post is based in our Milton Keynes head office although attendance at key events in London and across the UK is expected as is occasional weekend and evening work  
Applicants must have the legal right to live and work in the UK.

**Main duties:**

- Deputise for the Head of PR.
- Support and promote awareness and fundraising activities.
- Write and proof-read press releases and where appropriate to maximise coverage of each press release.
- Conduct case study interviews and produce compelling human-interest stories and feature articles.
- Pitch stories to news/features desks and broadcast planning desks.
- Respond to incoming media enquiries.
- Track PR coverage.
- Work effectively with our social media team to maximise “reach” opportunities.
- Ensure that central administration systems in place at Brain Tumour Research are complied with and that all information relating to contacts are correctly entered onto Brain Tumour Research’s database.
- Ensure that all relevant charity and other legislation is complied with.
- Comply with Brain Tumour Research’s internal policies as appropriate.
- Undertake any other reasonable duties as required by the Head of PR.

**Qualifications, Skills and Experience****Essential:**

- Bachelor’s degree in public relations, media communications or a related field, or similar professional level of experience.
- Demonstrable track record of generating effective PR coverage.
- Sharp news sense, solid understanding of how the media works and ability to create and tailor content for a variety of print/digital and broadcast outlets.
- Ability to consistently deliver key messaging.
- Being able to work closely with those diagnosed with a brain tumour and families affected by a brain tumour diagnosis or loss.
- Strong English written and oral skills, and ability to write compelling, engaging, and concise copy.
- Attention to detail in terms of spelling and grammar, and editing others’ work.

- Ability to prioritise and meet deadlines whilst remaining adaptable to a fast-moving news agenda.
- Strong interpersonal skills, ability to work within a close-knit team and establish rapport with colleagues and stakeholders over the phone / via email / face to face.
- Ability to handle difficult and sensitive issues, and to interact with empathy, compassion, tact, diplomacy and patience.
- IT skills including detailed knowledge of using Microsoft Word and Microsoft Outlook and familiarity with using Facebook and Twitter to promote organisational aims.
- Effective organisational, planning and prioritisation skills.

**Desirable:**

- Existing media relationships and an affinity for building positive and supportive rapport with journalists.
- Experience of working in a newsroom.
- Experience of working in the charity sector.
- Experience of working with Kantar or similar media monitoring tool.
- Experience of working with a contact management system.
- A keen interest in the media landscape including the public affairs arena.

This is a terrific opportunity for the right candidate to join a fun, highly-motivated and talented team in an organisation where everyone shares a passion for finding a cure for brain tumours.