

## **Job Description: Celebrity Manager**

### **Job Purpose:**

To create and implement a best-in-sector celebrity strategy, raising awareness of brain tumours, the biggest cancer killer of children and adults under the age of 40.

After auditing the work we have previously done in this area, identify, recruit and retain celebrities and influencers who are already engaged with a wide range of audiences and who have a compelling reason to support the work of the charity.

**Reports to:** Head of PR and Communications

**Direct Reports:** None

**Contract:** Permanent, Full time (35 hours)

**Location:** Head Office, Milton Keynes. Flexible, Hybrid Working Model up to two days working from home pw.

### **Requisite Skills and Experience:**

#### **Essential:**

- Demonstrable track record of working with celebrities and influencers
- Strong understanding of social media channels especially twitter and Instagram and how these can be harnessed to help achieve our objectives
- Ability to consistently deliver key messaging
- Strong English written and oral skills, and ability to write compelling, engaging and concise copy
- Attention to detail in terms of spelling and grammar
- 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 the charity sector
- Experience of working with Meltwater 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

**Main duties:**

- To create, own, and develop an aspirational celebrity strategy in order to recruit, retain and develop high profile individuals to support Brain Tumour Research and promote our aims and ambitions
- To identify, recruit, and retain celebrities and influencers who are engaged with a wide range of audiences and who have a compelling reason to support Brain Tumour Research
- To build and maintain meaningful relationships with celebrities and influencers engaging them in all areas of the charity's work including fundraising, raising awareness and campaigns
- To identify and secure opportunities for celebrities to participate in a wide range of activity to support and promote the objectives of the charity including in the media