



Brain Tumour Research

Together we will find a cure

Job Description:

PR Manager

Our Mission

To increase the UK investment in brain tumour research.

Brain tumours kill more children and adults under the age of 40 than any other cancer, yet just 1% of the national spend on cancer research has been allocated to this devastating disease.

Brain Tumour Research is determined to change this!

We are the only national charity in the UK focused on finding a cure for all types of brain tumours through campaigning to increase the national investment in brain tumour research to £35 million per year, while fundraising to create a network of seven sustainable Brain Tumour Research Centres of Excellence across the UK.

Job purpose:

To work with the Head of PR & Communications to maintain our status as the leading brain tumour voice in the media. We put patients and bereaved families at the centre of what we do to raise awareness and acquire new supporters.

Build loyalty with our supporters and develop strong relationships with families who find great value in sharing their story, helping to raise awareness, support fundraising, and keep their loved ones' memory alive through features in the media as well as on our website and in our own publications.

It's a busy and exciting role as:

- The team is responsible for reaching 50m+ people each month through its news media content
- Our stories are regularly featured on national TV and radio and in print, online and broadcast across the UK
- We work with high profile supporters affected by brain tumours including Caprice, Danny Clarke, Sheila Hancock DBE, Sarah Beeny and Debbie McGee

The successful candidate will be an integral part of the team helping to drive our success further, developing and leading a strong team of PR Officers.

Contract Type: Full Time (35 hours pw) – Permanent.

Salary: Up to £40,000

Location: Head Office, Milton Keynes. We offer hybrid working, employees have the flexibility to work from home up to two days a week. Attendance at key events in London and across the UK is expected as is occasional weekend and evening work.

Reports To: Head of PR & Communications

Direct Reports: Team of three PR Officers.

Main duties:

- Deputise for the Head of PR & Communications
- 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
- Lead the PR team in working with the Community fundraising teams to share stories of volunteer fundraisers in order to inspire new supporters and encourage donations
- Write and pitch stories in an engaging and concise way, promoting our key messaging and core campaigns
- Work closely with the Digital Marketing team to maximise reach opportunities
- Build communities through working with regional as well as national media so that Brain Tumour Research is top of mind when someone in a community is diagnosed with a brain tumour
- Respond to incoming media inquiries
- Track PR coverage
- Support and promote awareness and fundraising activities
- Write and proof-read press releases and, where appropriate, maximise coverage of each
- Conduct case study interviews and produce compelling human-interest stories and feature articles
- 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

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
- Experience of working in a newsroom; 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:

- Management experience or the ability to prove you are ready for this level of responsibility in supporting and developing a team
- 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