

Communications & PR Specialist

POSITION: Communications & PR Specialist

INDUSTRY: Consulting and Business Services

SALARY: FROM £40k, depending on experience (plus bonus scheme)

LOCATION: Burton-on-Trent, Staffordshire, DE14 1DU

APPLICATION DEADLINE: 23rd November 2024

DETAILS: Full-time position, on-site with the potential of 1-2 days per week remote after successful completion of probation period.

NOTE: Five-plus years' professional PR/communications experience is required (please do not apply if you do not meet this criteria or have applied for this role previously).

Background in NHS/healthcare sector is an advantage.

The company: We are an award-winning, purpose-driven strategy, change and communications consultancy, committed to making a positive difference to clients, their organisations and the people they serve. More than 13 years of successful operations, with a continued commitment to developing the business to enhance the services and skills offered to clients across the public and private sectors. We set consistently high standards and we are looking for an individual with 'the right stuff' to join a talented, innovative and friendly team based in new offices in Burton-on-Trent.

About the post: Working as part of a busy and friendly team, you will provide first-rate communications, engagement and PR services to clients, actively seeking out opportunities to deliver better value to them. As well as service delivery, you will provide advice, support and guidance on all related aspects to clients, as well as to other members of the internal team where required. You will also be required to play a key role in helping to grow our business, generating interest in the services we offer and converting this into new work. You will actively help to strengthen the company's brand and reputation.

Core duties (with respect to both company and clients) will include:

- PR management, including identifying opportunities, drafting media statements and developing social media messaging
- Media liaison and handling, including engaging with journalists to promote news, responding to media enquiries and chaperoning
- Crisis and issues management
- Briefing spokespeople, providing guidance on media handling and contributing to media training activities
- Stakeholder management and development
- Developing content - writing, collating and editing newsletters and other written communications
- Reputation management, development and safeguarding

- Developing case studies, including seeking out opportunities and undertaking relevant interviews, e.g. with staff and customers
- Managing and supporting events, focus groups and other engagement activities
- Measuring and monitoring the effectiveness of all activities, including contributing to client updates and other reports
- Campaign and project development, management, delivery and evaluation
- Supporting the undertaking of research, insight and evaluation to understand client/stakeholder perceptions, needs and preferences, as well as measuring the effectiveness of activities, including focus groups, interview and surveys
- Supporting both the company and clients to identify potential issues, sensitivities, risks and opportunities, and advise accordingly, ensuring an effective, proactive approach
- Ensuring the correct use of brand identity guidelines – self and others
- Contributing towards nurturing company culture, which is one of collaboration, openness and mutual support, and where innovation and creativity is actively encouraged
- Contributing towards business development and growth opportunities, including building the client/prospective client base, generating conversations and converting interest into orders.

Other responsibilities:

- Attending company team and other mandatory meetings, and contributing to wider team activities as required
- Prioritising and managing own workload
- Client account/relationship management and development
- Contributing to the development of company exhibition materials and manning stands
- Contributing to video production and digital development
- Supporting programme management activities as required
- Liaising with our design and web partners to develop and create materials/deliver campaigns
- Preparing presentations, briefings and correspondence, and creating basic charts, designs and diagrams
- Weekly submission of timesheets for chargeable and non-chargeable time and contributing towards delivering better value for money for both the client and the company
- Contributing to quotes, estimates and tenders
- Collating customer feedback, including issuing and processing the results of surveys
- Liaising with company associates and providing support and guidance as required
- Contributing to the housekeeping of filing systems and shared team areas, as well as to the management of the company stakeholder/customer database, ensuring personal compliance with GDPR, the data protection act and other relevant legislation

The role is office-based in Burton-on-Trent, with the opportunity to work from home on occasion where appropriate and with prior agreement. Travel within the UK may be required on occasion to work at other sites, such as partners' and clients' premises (expenses will be paid).

**There will be times when it is essential that specific hours are worked, e.g. where there are deadlines to deliver for a client. This would be discussed and agreed as far in advance as possible. Generally, however, the postholder would be able to work flexibly on the basis that the required outputs/outcomes are delivered by the agreed timescales.*

Benefits:

- 33 days' annual leave, including UK bank holidays
- Discretionary bonus scheme
- Company pension
- Employee Assistance Programme
- Flexible working approach
- Free on-site parking

***Applications will remain open until a suitable candidate has been found. Interviews will take place ASAP if a suitable candidate's CV is accepted.**