



Registered charity 1043603

Press Officer

Job Description and Personal Specification

Line Manager	Communications Manager
Team	Communications
Location	30-32 Upper Maudlin Street, Bristol BS2 8DJ
Terms	Full-time, 35 hours. Permanent.
Salary	Up to £25,000

Summary of Role

As one of Bristol's most loved charities with significant local and national impact, The Grand Appeal is now at an exciting stage of growth. A world leader in sculpture trails, we've generated over £50 million to support Bristol Children's Hospital and the Neonatal Intensive Care Unit (NICU) at St Michael's Hospital and now have an exciting opportunity for a new role in our busy Communications team. We are seeking a first-class Press Officer, with a minimum of three years' experience in the media and a passion for storytelling.

A talented and highly motivated individual, the candidate will use their exemplary communication skills to make a real difference to the patients, families and staff we support at Bristol Children's Hospital and NICU at St Michael's Hospital. The post holder will be proactive, energetic and have brilliant initiative to work autonomously. They will be digitally-savvy, a hands-on communicator with new ideas and a passion for our cause, able to create compelling content for external audiences to enhance our brands and boost our reputation and fundraising.

Together with the Communications Manager, the Press Officer will work with the Fundraising, Operations & Services and Corporate & Philanthropy teams to expand the charity's presence across national, international, trade and broadcast media.

The post holder must share our vision of making life the very best it can be for sick children and their families. If this sounds like you, we want to hear from you. We have ambitious goals, and the good news is we are helping more children than ever. Work with us and you'll do more than you ever thought possible.

Primary purpose of role

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To execute the delivery of an exciting external communications strategy, protecting and promoting the brand and reputation of The Grand Appeal, and its unique partnerships with Bristol Children's Hospital, NICU and Aardman. The post holder will work within a bustling team of communication and marketing professionals to deliver the key objectives of The Grand Appeal.

Key tasks and responsibilities

- Reporting to the Communications Manager, the role will oversee the delivery of the charity's PR strategy including: maintaining regional presence; improving national and trade press coverage; increasing digital news outlets and broadcast opportunities
- Day-to-day management of a busy press office including: Acting as the primary contact for journalists; drafting and issuing press releases, proactive and reactive media statements and in-depth media briefs; pitching and writing bespoke articles; and managing press calls/events and interview requests
- Work with the wider Communications team to ensure all media opportunities are maximised on social media, online and offline marketing channels
- Maintain existing and build new relationships with relevant journalists and producers
- Create compelling, exciting media plans for large projects in line with the wider communications strategy
- Responsible for the creation and updating of supporting press materials, including key messages and notes to editors
- Responsible for the charity's online media centre, ensuring it is updated with accurate, compelling and relevant content for journalists and press contacts
- Daily updates of the charity's media database system and media lists; keeping the charity's donor database updated
- Use a range of analytics programmes, including Google Analytics, to analyse and assess impact of press coverage
- Work with the Communications Manager to provide regular reports for the Director and Senior Management Team
- Work with the Communications Manager to deliver media training to existing and new spokespeople
- Keep abreast of trends in social media, press, awareness days and key events applicable to the charity and Bristol Children's Hospital
- Carry out other tasks and duties as required, to support colleagues in the wider organisation

This role profile is not exhaustive and is subject to review in conjunction with the post holder and according to future changes/developments in the service. All job descriptions are non-contractual and give a sense of the broad scope of the role and so include a level of flexibility. Whilst they list

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some key tasks there will also always be tasks that arise and which can be reasonably expected of the role.

The Grand Appeal is committed to safeguarding and promoting the welfare of all children, young people and vulnerable adults, and as such expects all staff and volunteers to share this commitment. The selected candidate will be appointed subject to a standard DBS check.

Personal Specification

E = essential D = desirable

Experience and knowledge

Importance	Criteria	Assessment
E	Proven record of working in a similar paid role in an in-house or agency press office for a minimum of three years	Application Interview
E	Understanding of the principles of good relationship building and experience of being able to converse with a variety of people in different situations	Application Interview
E	Experience in planning, implementing and evaluating proactive media relations campaigns	Application Interview
D	Awareness of developments within UK healthcare policy, fundraising and South West charities	Interview
E	Experience in writing inspirational copy for a range of audiences including sourcing information, editing, proof reading	Application Interview
E	Experience in working with journalists across a range of press including national, trade and broadcast	Application Interview
E	Experience of developing and delivering social media strategies and content that complement a wider press strategy	Application Interview

Skills and abilities

Importance	Criteria	Assessment
E	Educated to degree level or equivalent GCSEs (or equivalent) including English A-C	Application
E	Commitment to continuing professional and personal development	Application
E	Empathy with the aims, objectives and activities of the charity	Application Interview
D	Excellent IT skills; confident in the use of Microsoft Office, CRM databases	Application Interview
D	Understanding of external media databases (e.g. Vuelio, Gorkana, Roxhill)	Application Interview
E	Exceptional organisational and time-management skills with the ability to prioritise conflicting demands whilst maintaining accuracy and attention to detail	Application Interview
E	Outstanding written and oral communication skills, with the ability to write inspiring and persuasive copy for a variety of audiences, and the ability to distil complex points into concise and compelling copy	Application Interview

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E	Ability to work as part of a flexible team and to contribute to group and individual targets	Interview
E	The ability to influence and persuade effectively at all levels in the press	Interview
E	Self-motivated, able to use initiative and evidence of autonomous working	Interview
E	An approach to mirror our values: supportive, professional, collaborative, creative and confident	Assessment process

Other requirements of the role

Importance	Criteria	Assessment
E	Prepared to travel to events and work outside of normal working hours. TOIL will be provided in most circumstances.	Application
D	Car owner and full UK driving licence	Application

Please complete the CV Cover Sheet below and send along with your CV and covering letter, stating why you think you would be suitable for this role. Please note that applications without the CV Cover Sheet will not be accepted.

Closing date for applications is 5pm on Wednesday 27th March, with interviews held on 3rd April.

CV COVER SHEET

Name _____

Job applied for _____

Relevant skills and experience (750 words max.)

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Qualifications:

What makes you the ideal candidate for this role? (750 words max.)

Current employer/ role/ length of contract:

Current salary/ benefits

Salary expectations £ _____

How did you hear about the vacancy? _____

Do you need a work permit to work in the UK? YES/ NO

You must agree to the following data protection statement and to our privacy policy in order to process your application.

Signed: _____ Date: _____

Data Protection

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Your data will be held in accordance with the General Data Protection Regulation.

The information you provide will be used to progress your application during the application process, if your application is successful, to administer your personnel record.

You consent to The Grand Appeal processing data relating to you for legal, personnel and administrative purposes and in particular to the processing of any sensitive personal data (as defined in the General Data Protection Regulation) relating to you, including in order to comply with legal requirements and obligations to third parties such as regulatory bodies and criminal records checking.

The Grand Appeal may make such information available to those who provide products or services to The Grand Appeal (such as advisers and payroll administrators), regulatory authorities and as may be required by law.

You can view our privacy policy at grandappeal.org.uk/privacy-policy

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