

PR Communications Manager

Communications

Purpose of the role

- We're looking for a PR Communications Manager to support our important work and join our team on a full-time basis. You will be responsible for the delivery of PR and Communications activities to support Motability's charitable grant making.
- You will help safeguard Motability's reputation as a charity, which is seen to be fair, balanced and trusted by all stakeholders.

Key accountabilities

- Develop and implement a proactive programme of PR communications and engagement with key stakeholders and media to ensure all media opportunities are fully maximised, keeping effective contact with relevant media contacts to ensure positive and collaborative relationships are developed and maintained with the Senior Press and PR Manager. This will include social media channels to re-purpose available content in a time sensitive manner.
- Support the Charity's Charitable Operations team subject matter experts to extract content ideas to raise awareness of new projects in exciting and innovative spaces, such as new grants to organisations and charities to better support disabled people.
- You should be confident in creating accurate and engaging copy, good at building relationships with a range of stakeholders, including the media, and will be confident in managing media enquiries and alert Governors, Directors and key stakeholders as required.
- A fresh-thinker, you will provide leadership and be skilled in reporting and analysing the success of PR Communications activity and look to continuously improve.

Experience and Track Record

Essential:

- Educated to degree level and/or extensive PR Communications operational experience.
- Confidence in liaising with a variety of internal stakeholders including CEO, Directors.
- Exposure to presenting findings and reports to Senior Management.

Desirable:

- Experience of PR Communications in the charity sector.
- Awareness of disability issues.
- Stakeholder engagement experience.

Capabilities Profile – technical skills/knowledge

- At least five years PR/Communications experience.

- A storyteller with a passion for writing and excellent verbal communication skills.
- Strong judgement and the ability to respond quickly, yet thoughtfully to urgent PR matters.
- Proven track record in building media relationships.
- Proactive and solution driven, with a strong sense of responsibility.
- Experience of working with other project teams and as part of a cross-functional communications team.
- Ability to work in crisis mode.
- Experience in project management and ability to organise workload and assess priorities.

Reporting line:

Reports to: Senior Press and Public Relations Manager.

Key Interfaces:

- Wider Communications team.
- Motability employees including Charitable Operations team, Directors.
- Governors.
- Motability Operations employees.
- Media/journalists.
- Printers/designers/digital developers.
- Motability beneficiaries.

Resources, scale and scope of role, location and any travel factors:

- The jobholder will determine their own work priorities on a day-to-day basis, referring matters to the Senior Press and PR Manager, as necessary.
- The jobholder is responsible for ensuring all materials produced are written in an appropriate, accessible and consistent style (Plain English), adhere to brand guidelines and are within agreed budget.
- The jobholder will contribute to the setting and achievement of departmental objectives and delivery plans.
- This is a blended working role with office-based working approximately two days per week and the rest remotely from home. The head office for Motability is based in Harlow.
- The jobholder may be required to travel around the UK from time to time to attend various exhibitions and events relating to work. This could involve occasionally overnight stays and working outside of normal office hours (including weekends).