

PR and Communications Manager

Communications

Purpose of role

- We are looking for a PR and Communications Manager to support our important work and join our team on a full-time basis. You will be responsible for business partnering with our Performance and Engagement team and managing integrated PR and communications projects to promote their research and innovation work to political, professional and public audiences.
- You will help safeguard Motability's reputation as a charity which is seen to be fair, balanced and trusted by all stakeholders.
- You will be directly supported by a PR and Communications Executive and will draw in expertise from colleagues across digital, brand, stakeholder engagement and public affairs, and internal communications.
- 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.

Key accountabilities

- Act as a single point of contact and strategic communications lead to the Performance and Engagement team, creating the overall strategy and delivery plan for communicating research and innovation work which grows Motability's reach, profile and credibility.
- Understand the charity's research and innovation in depth and collaborate with the Performance and Engagement team to shape media and content opportunities into research and innovation during the development stages.
- Own and lead the communications plans for individual projects, working with communications colleagues to develop messaging, media hooks, digital content and event ideas.
- Work with the Senior Press and PR Manager to ensure that research communications opportunities are integrated with communications for promoting our charitable operations, such as our grant portfolio.
- Take the lead on developing media opportunities, securing coverage and responding to media enquiries about research and innovation.
- Develop relevant media relationships and maintain them for key projects, alongside the Senior Press and PR Manager.
- Evaluate the success of projects and campaigns and make recommendations for continuous improvement.

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 and 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
- Experience of working with research, policy or other complex material and developing news hooks and story ideas.
- Experience of managing media and integrated communications campaigns across a number of channels.
- A story teller 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 and proactively securing coverage in national and trade media.
- Pro-active 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.
- Experience of media crisis management.
- 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 Staff including Performance and Engagement team and Directors.
- Governors.
- Motability Operations staff.
- Printers/designers/digital developers.
- Media, MPs and other key stakeholders.
- 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 charity provide staff transport for commuters arriving on public transport to Harlow Town train station or the town centre.



- The job holder may be required to travel around the UK from time to time to attend various exhibitions, events relating to work. This could involve occasionally overnight stays and working outside of normal office hours (including weekends).
- This role may require you to be part of an on-call media enquiries rota. Out-of-hours enquiries are infrequent.