

PR and Communications Officer

JOB DESCRIPTION

Penny Appeal is an award winning, international humanitarian charity delivering aid in over 30 countries including the UK. We pride ourselves in the work that we do and the aid we are able to deliver, from sustainable programmes internationally and locally as well as emergency aid responses. We also take pride in the people that support us externally and the ones that make things happen internally.

We are the fastest growing charity in our sector with a fast-paced working environment. When a crisis hits internationally we respond immediately. Outside emergencies, we have a packed marketing calendar full of creative campaigns, award-winning events, and unique projects all aimed at helping the most vulnerable. We can see an immediate impact from our hard work and it can be so rewarding to see the positive feedback from the people we have helped.

Role overview:

To provide creative, flexible and measurable communications to meet our aims. Developing and delivering key communications through a range of channels so as to strengthen our external profile with key stakeholders, funding bodies, supporters and within the Third Sector in general.

Key responsibilities

- Establish and execute the PR strategy in collaboration with the Chief Executive Officer.
- Be responsible for any press enquiries and manage them by drafting responses or ensuring appropriate responses have been made
- Meet the deadlines set by media partners and management
- Identify, build and maintain relationships with key local, regional and national media outlets – creating a database of contacts and coverage
- Working with other departments, develop activities and any special projects required to promote or protect the reputation of the charity.
- Where applicable engage external PR agencies and freelancers to pitch for key brand campaigns, and sell-in stories to media outlets

- Maintain and enhance a positive news flow across the group's activities both internally and externally, on the website and for emails
- Facilitate all individual executive profiles, interview requests, speaker opportunities, company features in trade press, and programme publicity in the consumer market in line with the group's overall positioning and strategy to project a positive image.
- Proof check communications work produced by the marketing team
- Draft written communications, like Annual Reports, Press Releases, Q&A documents, news stories and staff profiles.
- Monitor on emergency humanitarian situations and disseminate reports, internally and externally, during emergency or crisis states.
- Take responsibility for developing own knowledge of marketing communications and the sector, along with keeping up to date on new developments
- Assist staff in other departments and regions as required in order to facilitate the work of the charity
- To participate in meetings, conferences and team activities
- Adhere to stated policies and procedures as per the company handbook, health and safety requirements and other management systems
- Other duties as per the request of the CEO and/or Senior Leadership team in the interest of the organisation's objectives

PR & Communications Officer

PERSON SPECIFICATION

Essential Criteria

- A minimum of two years' experience within a similar role
- Proven experience in copywriting or in the PR/Media environment
- Strong interpersonal and communication (verbal & written) skills
- Customer focus and the ability to take ownership and solve complex customer issues
- Excellent organisational, time management and multi-tasking skills
- A positive, can-do and resilient attitude
- Self-motivated with an ability to work independently as well as part of a team
- Able to maintain confidentiality in all aspects of work
- Able to adapt quickly to changing deadlines and priorities
- Ability to work under pressure and use initiative
- Able to gain trust and confidence of stakeholders
- Willingness and ability to travel and work unsociable hours, including evening and weekends as the role demands

Desirable Criteria

- Knowledge of Islamic financial matters (Zakat, Wakf, Qurbani, etc.).
- Knowledge of additional languages, Arabic and Urdu