**PR and Comms Lead**

**Job Description**

**Job Title:** PR and Communications Lead

**Responsible to:** Chief Executive

**Accountable to:** Chief Executive

**Reporting to:** Business Development Lead

**Salary: NJC SO1 SP29 £25,440 per annum – Trustee Board pay review pending**

**Working hours:** 35 hours with flexible working required to suit the needs of the role

**Location:** Gaddum Centre & other service delivery sites.

**Job Summary**

The PR and Communications Lead will be responsible for delivering messages and campaigns that are strategic, responsive to external factors and disseminated in the most effective way to maximise the impact Gaddum makes within communities and to stakeholders for the benefit of the diverse communities we serve.

**Job Purpose**

The PR and Communications Lead will be responsible for developing stakeholder relationships with

* the media;
* key partner organisations such as local authorities and NHS commissioners;
* key corporate contacts within the private sector;
* key influencers within communities.

Responsible for ensuring effective and engaging mechanisms are in place for communication within Gaddum, among both staff and volunteers; working across the organisation to ensure continuity of message and coverage of all projects and services.

The post-holder will work closely with our Chief Executive and Business Development Manager to identify priorities, develop and implement a communications and marketing strategy.

* Lead on Gaddum’s branding review, communications and marketing, ensuring high quality and creative campaigns.
* Co-ordinate and monitor Gaddum’s press and social media presence, maximising opportunities to maximise the impact the organisation makes.
* Identify potential threats which could adversely affect the reputation of Gaddum and develop speedy and effective responses to help safeguard and enhance the reputation of the organisation.

**Main Duties and Responsibilities**

**Gaddum’s communications and marketing, ensuring high quality and creative campaigns.**

* Working with Chief Executive, Business Development Manager, SMT & Trustee Board to create and develop a recognisable brand with impact including review of logo and website and all promotional materials.
* Develop and implement branding guidelines to accompany the above, with a clear ‘house style’.
* Develop a communications and marketing strategy underpinned by a clear forward plan, and in line with Gaddum’s strategic plan and business plan.
* Work with staff, trustees, volunteers and external stakeholders to ensure successful implementation of the strategy.
* Work with Chief Executive & Business Development Manager to identify appropriate campaigns and messages, and build these into all communication platforms.
* Be responsible for messages shared across all platforms, including social media in conjunction with Chief Executive, Business Development Manager & Head of Services.
* Be responsible for branding final bids so they show case Gaddum in its best possible light.
* Production of Gaddum Centre e-bulletin, co-ordinating contributions from the staff team and external sources for internal & external circulation.

**Co-ordinate and monitor Gaddum’s press and social media presence, maximising opportunities for impact.**

* + Develop and maintain excellent relationships with local, regional and national media contacts.
  + Work with Chief Executive & Business Development Manager to ensure coverage of our key messages, projects and services in press and social media.
  + Use available packages to measure and evaluate the impact of our communications and marketing activity, ensuring this activity aligns with campaign outcomes.
  + Identify and implement improvements to increase the output and impact of our communications and marketing.

**Develop and maintain excellent relationships across the range of our stakeholders.**

* Be responsible for ongoing engagement with our stakeholders.
* Focus attention across four key stakeholder groups, working closely with the Business Development Manager & Chief Executive, with the following aims:
  + Service areas/service users: to ensure two-way communication, generate innovative content, and harness the potential of key influencers on social media and in the real world to maximise Gaddum’s impact.
  + Gaddum’s staff team: to ensure all messages are consistent with our communications and marketing strategy and are communicated effectively to the right stakeholders, and to ensure that internal communication channels work effectively.
  + Media contacts: to ensure effective promotion of Gaddum.
  + Corporate organisations: to identify and create opportunities e.g. event hosting, income generation and social responsibility schemes.

**Other specific duties:**

* Completion of specific tasks allocated through work plans, project plans and the annual business plan.
* Provision of monthly information (accurate data and informative commentary) within your areas of responsibility for performance management purposes.
* Involvement in annual impact management reports working closely with Data & performance Lead.

***Other duties and responsibilities***

* To represent Gaddum Centre and participate at external meetings and events.
* To maintain awareness of local, regional and national issues affecting quality and compliance for charitable companies.
* To meet regularly with Business Development Manager for supervision.
* To organise and attend meetings as required by Business Development Manager
* To undertake additional duties within competence of post holder as required by Business Development Manager.
* Give presentations and talks about work of Gaddum Centre as required.
* Flexible approach to working patterns to suit the needs of the role and responsibilities as required.

The post-holder will be required to undertake other tasks as reasonably directed by Chief Executive & Business Development Manager, which will usually be commensurate with the skills and experience of the post-holder.

The details contained in this job description, particularly the principal accountabilities, reflect the content of the job at the date the job description was prepared. It should be remembered, however, that it is inevitable that, over time, the nature of individual jobs will change; existing duties may be lost and other duties may be gained, without changing the general character of the duties, or the level of responsibility entailed. Consequently, this job description may be revised from time to time.

All staff are expected to work within all Gaddum Centre policies and procedures.