



Job Title: Senior Press and PR Officer (**Fixed Term Contract, Maternity Cover**)

Reporting to: Communications Manager

Job Purpose:

As a senior member of Allergy UK's Communications team you will have responsibility for the development of major projects and campaigns in line with the charity's drive for growth and increased income generation through corporate partnerships and Corporate Social Responsibility collaboration. The scope of this role requires a wide range of experience across all aspects of communications in an organisation that is embarking on a strategy to raise awareness of the impact that allergic disease can have on people's lives in order to improve the understanding, diagnosis and treatment of this debilitating disease which affects millions of adults and children in the UK and across the world.

Key Accountabilities:

- Lead on campaign development and communication activities to support both fundraising and corporate partner projects and collaborations that meet Allergy UK's mission and vision
- Develop innovative PR campaigns for the charity, advising on PR strategy for relevant communications activities
- Pro-actively research and develop opportunities to work collaboratively with corporate and CSR partners on mutually beneficial projects
- Assist with the implementation of the charity's communications strategy to help promote a positive image of the organisation.
- Develop an integrated approach to the charity's campaign and communications activity with consistent messaging and branding across online and offline channels
- Maintain brand guidelines
- Use the CRM system (Salesforce) to develop and drive campaigns
- Plan and project manage the production of marketing and promotional materials, including copywriting for leaflets and other collateral, using internal systems where appropriate
- Be actively involved in any external events on behalf of Allergy UK, where relevant.

As a member of the Communications team there will also be a requirement to manage/assist with the day to day activities of the Communications team, as required, including:

- Handling media enquiries
- Press release writing
- Website content development
- Social media monitoring and responding

This job description is non-exhaustive, and is subject to regular review with the post holder and amended in line with the needs of the organisation.

Person Specification

Education & Qualifications

Essential

- Minimum of 3 years experience in the field
- Education to level 3 or above

Desirable

- Social Media Qualification

Experience

- Proficient in development of campaigns
- Strong copywriting skills
- Social media advertising experience
- Knowledge of both digital and traditional PR techniques
- Proficient in social media planning tools and platforms to schedule and post content
- Project Management
- Proficient in using Google Analytics and social media tools to evaluate performance and identify improvements

Desirable

- Charity/3rd Sector experience

Skills and Knowledge

- Strategic vision and creation approach
- Strong critical thinking and problem solving
- A flexible team working approach

Behavioural Competencies

Planning & organising

Analysing & Interpreting

Presenting and communicating Information

Relating & Networking

Adapting & responding to change

Working with People

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