

PR &

Communications Executive

Service:	Fundraising and Engagement
Responsible To:	Communications and Engagement Manager
Salary:	Points 11-15

Job Purpose

To offer a valuable contribution to the delivery of the Percy Hedley Foundation strategy, by engaging with internal and external stakeholders to maximise engagement and brand awareness.

The post holder will be responsible for supporting the communications plan across all the pillars of the Foundation, including schools, college, residential, recruitment and more. They will raise the Foundation's profile with a particular focus on increasing meaningful communication and visibility within the community.

The post holder will be the eyes and ears of the Foundation within our pillars to identify, gather, and shape content & case studies suitable for wide-ranging comms channels.

Main Duties

- Support the Communications and Engagement Manager to develop and maintain the annual comms calendar/plan.
- Nurture internal and external stakeholder relationships to support content capturing, stories and events.
- Creating engaging content to our internal and external audience, looking at different ways to tell our story and build the Percy Hedley brand.
- Work closely with the communications and marketing team to support our social media strategy and help manage social media channels day-to-day.

- Work closely with colleagues across the Foundation to ensure their comms needs are supported effectively.
- Manage and support events to drive engagement, footfall and messaging - for example, the school events, fundraising events, recruitment events
- Contribute to communication and fundraising planning sessions, brainstorming sessions and any reporting required.
- Collation and creation of PR and website stories to build the Percy Hedley Foundation brand.
- Assist in management of journalist requests and manage journalist relationships
- ADDITIONAL Any other reasonable duties as required by the Foundation.

This job description reflects the present requirements of the post. As duties and responsibilities change and develop, the job description will be reviewed and is subject to amendment in consultation with the post holder.

Person Specification

Essential Criteria

Skills and Knowledge

- Excellent communication skills, both written and verbal
- Strong planning, prioritisation and organisational skills
- Ability to work to deadlines
- Strong persuasive and negotiation skills
- Ability to problem solve
- Knowledge of fundraising principles, legislation and procedures
- Excellent IT skills across the Microsoft Suite

Experience

- Demonstrable success in writing engaging content, press releases and social posts.
- Worked as part of a team to deliver objectives
- Experience in project management
- Experience of successful idea generation and innovation
- Experience of supporting customer journeys resulting in customer retention and increased lifetime value

- Working with a range of stakeholders
- Personal Qualities

- Passionate and motivated to make a difference
- People-focused and cross-team worker
- Professional, confident and well-presented
- Proactive, self-starter, motivated to set and achieve goals and take own initiative in the role
- Persuasive, can-do attitude

Desirable Criteria

Skills and Knowledge

- Ability to use CRM systems
- Knowledge of current trends and innovations in content and press
- Understanding of the issues facing people with disabilities

Qualifications and Training

- Recognised qualification
- Educated to degree level

Experience

- Previous experience of content creation and internal / external communication
- Experience in managing stakeholders
- Experience in analysing content results

Organisational Standards

The Percy Hedley Foundation operates in a demanding and often changing environment. Members of staff must be flexible, adaptable, willing to face up to changing circumstances and new opportunities. The following list of duties and responsibilities must therefore be taken as a guide and is not to be comprehensive.

Professional Duties

- Participate in the review of the Foundations Policies, Procedures and Processes

- Participate in arrangements for the performance development review process
- Participate in arrangements for further training and professional development
- Keep up to date with changes or developments within your professional area
- Fully participate in the induction and training programme provided by the Percy Hedley Foundation
- Contribute to the professional development of other staff, including the induction of new staff.

Equality and Diversity

- Promote equality of access to education, training, and employment opportunities for disabled people, and advocate a positive attitude
- Recognise that disabled people are individuals who have specific needs
- Employ support strategies that will empower disabled people
- Show awareness of knowledge and display non-discriminatory behaviours at all times in relation to culture, race, ethnicity, disability, gender, sexuality, and age
- Recognise the importance of inclusion by using appropriate means of communication at all times
- Be flexible, trying to meet the changing needs of both disabled people and environment.

Discipline, Health and Safety

- Adhere to and promote Percy Hedley Foundation Health, Safety and Welfare policy at all times
- Purchase equipment from a recognised source
- Report all incidents and accidents to Health and Safety Officer
- Maintain a high standard of record keeping in line with Percy Hedley Foundation policies and procedures.

Safeguarding

- Safeguarding is everyone's responsibility.
- Percy Hedley Foundation have adopted recruitment and selection procedures, and other Human Resource Management processes, that help deter, reject, or identify people who might abuse vulnerable children/adults, or are otherwise unsuited to work with them.
- The Trustees/Governing Body are committed to promoting the welfare of children and young people/adults and staff are expected to ensure that the

highest priority is given to following guidance and regulations to safeguard those in our care.

Confidentiality

- Respect confidentiality. All personal information about people using the foundations services to which you have access should be treated as confidential. Information about the people's needs, progress and assessment should only be shared with the team to aid support
- Remain objective and do not favour any gender, language or culture and comply with the Percy Hedley Foundation policy.