

## Job description

September 2021

- Role: Senior PR Officer
- Location: Sense HQ, 101 Pentonville Road, London
- Line manager: PR Manager
- Salary: £31,712 (salary point 34) – inclusive of Inner London Weighting

### About Sense

Sense is a national charity that supports families and people living with complex disabilities. Children, young people, and adults are supported in their home and in the community, in their education and transition to adulthood. Sense offers specialist holidays and short breaks, family events, arts, sport and wellbeing programmes. In addition to practical support, Sense also offers information and advice, and campaigns for the rights of people with complex disabilities to take part in life. [www.sense.org.uk](http://www.sense.org.uk)

### About the role

From securing national broadcast coverage to promote Sense campaigns, to writing hard-hitting news statements that drive our policy calls to advocate for people with complex disabilities and their families, this a varied role in a dynamic and friendly media team.

Working with the PR Manager and PR Officer, you would be responsible for delivering and evaluating high impact and on-message PR campaigns. You will have the opportunity to work across a varied portfolio of work including our public affairs and campaign work, as well as promoting our services, programmes, shops and fundraisers.



## About you

You will have experience working in a busy press office or as a journalist, who is proficient at managing competing priorities and able to turn around attention-grabbing press materials to tight deadlines.

You will have strong contacts with a range of journalists and excellent stakeholder management and negotiation skills. You will have experience in pitching and selling-in to journalists, and able to brief spokespeople for interview.

You will have an active interest in current affairs and driving editorial coverage across all media types, including national broadcast, print, online and trade titles. The right candidate will be a real team player with great interpersonal and communications skills and a good understanding of the national news agenda.

## Specific responsibilities

### Media Relations

- Develop and execute PR plans to promote Sense initiatives
- Take a lead role in media relations and secure national and regional online, print, and broadcast coverage – pitch ideas and stories to media, research key targets and develop media lists.
- Implement initiatives, such as press briefings, to build relationships with key media contacts
- Monitor the national news agenda to identify opportunities and share with the team

### Press materials

- Draft, edit and issue high quality, compelling written materials and ensure all materials are approved before released. This includes feeding into campaign plans and writing



press releases, interview briefing documents, case studies and quotes from Sense spokespeople

## **Briefings and interview support**

- Brief Sense spokespeople for interview
- Set up media interviews, write briefing materials and attend and support interviewees (this may involve national travel)
- To contribute to media training programme for Sense spokespeople

## **Press office**

- Lead on the day-to-day running of the press office, helping to manage inbound media interest and ensure a smooth process from start to finish – answer media enquiries and work with the PR team to prepare responses as required to deadline.
- To keep up to date the media contact database

## **Reporting and evaluation**

- Implement media team management systems and processes – this includes monitoring coverage, saving coverage, creating coverage reports and assisting with ongoing reviews of whether we are meeting our objectives.

## **Planning**

- Assist with the planning and delivery of creative national and regional multi-channel media strategies that feed into and support wider organisational objectives

## **Other**

- Deputise for the PR Manager in their absence
- Be flexible and support the wider media team with ad hoc tasks as directed, such as delivering PR events, press briefings and attending shoots to gather media assets.
- To work closely with the Digital Engagement team to ensure alignment with media relations and social activity.



- To manage outreach to celebrities and other influencers to support campaigns.
- Work closely with external partners and organisations as required to help maximise opportunities – this might be agencies, funders, or partners.
- Share learnings and insight gathered on job with the wider team.
- Contribute new ideas to creative sessions.
- Own small projects with support of line manager.

## Education and training

### Essential

- Degree level education or equivalent experience.
- Literacy and numerical skills to GCSE or equivalent standard

### Desirable

- PR or journalism training

## Achievements and experience

### Essential

- At least two years working in a PR or a media role
- Proven experience of working on national and regional media campaigns

## Key competencies

### Essential

- Excellent written skills
- Great communication skills
- Interest and engagement in current affairs
- Good media relations and confidence to approach journalists with a story
- Strong organisational skills
- Good experience managing and prioritising multiple projects to strict deadlines



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- Passionate and strong understanding of the work of Sense