

Role Profile

Details
<p>Job title: PR Assistant</p> <p>Reporting to: PR Manager</p> <p>Location: Harrogate, North Yorkshire plus frequent travel across the Yorkshire region</p> <p>Line reports: None</p> <p>Hours: F/T (37 hours) or P/T will be considered</p>
Overall purpose of the role
<p>Reporting to the PR Manager, the PR Assistant will help raise awareness of Yorkshire Cancer Research through extending the charity's reach to new audiences across Yorkshire by researching and writing press releases and blog content. They will also support the charity's brand building by researching and developing case studies that demonstrate how the charity helps prevent, diagnose and treat cancer across Yorkshire as well as helping raise income by publicising and reporting on fundraising activities across the region.</p>
Key responsibilities
<p>Media Relations</p> <ul style="list-style-type: none"> • Provide support to PR Manager in response to PR enquiries to ensure they are dealt with efficiently and to a high standard. • Organise TV, radio and press interview opportunities for the Chief Executive and other Directors to contribute to the charity's PR plan. • Write thorough media briefings for those to be interviewed, securing input and approval from the PR Manager. • Support the PR Manager at media events to help brief colleagues, attendees and media in line with the charity's PR plan. Provide support to colleagues who are to be interviewed/present on behalf of the charity with thorough briefings regarding their speech/content in a timely manner to ensure high standards of communication. • Collaborate with the PR Manager to identify where reactive statements may be required. Consider the charity's key messages and develop reactive positioning statements.

- Coordinate media communications to ensure input is received from the PR Manager and they have also been approved by the PR Manager, Director of Brand and Relationships and/or the Chief Executive (as appropriate) prior to release.

Collaboration

- Collaborate with colleagues across the charity, but particularly fundraising and retail to identify opportunities to publicise the charity.
- Collaborate with the digital engagement, marketing and events teams and other departments to understand, create and deliver the PR component of campaigns.
- Develop positive relationships with the charity's key stakeholders, including volunteers and fundraisers.

Content creation

- Maintain a work plan/schedule and share with PR Manager for input and agreement in line with the charity's strategic aims.
- Write press releases and case studies to support fundraising and events, retail operations, corporate partnerships and campaigns. In time, this may expand to include cancer research, services, education and policy, as well as interviewing people with personal experience of cancer.
- Interview fundraising and volunteer case studies in person and over phone/video call, travelling across Yorkshire where necessary, to publicise the charity.
- Produce high quality PR content and assets for the charity's website, social channels and marketing outputs, including blog posts, photographs and videos. This may include collaborating with the Chief Executive and the Directors who represent Research and Fundraising to create and maintain regular thought-leadership blog posts.
- Collaborate with external agencies to deliver PR campaigns and develop PR assets in line with the charity's strategic aims.
- Secure approval for all PR content, evaluating comments and amends and making those changes which are applicable.
- Coordinate consent for use of quotes, images and video footage and maintain the charity's database to ensure compliance to charity GDPR standards.

Brand Ambassador

- Demonstrate and convey professionalism at all times and represent the charity when communicating with the media, members of the public, volunteers and supporters to demonstrate the charity's core values.
- Ensure PR communications convey the charity's key messages.

Monitoring, Evaluation and Reporting

- Monitor the charity's media coverage to produce a monthly media clippings report for the Leadership team.
- Collaborate with the charity's digital marketing team to measure and report on the digital impact of PR content.
- Provide PR input to the charity's Leadership team and Board reports and dashboards.
- Prepare presentations to share with the wider charity.

Other duties

- Maintain continuous awareness of industry news and regularly update colleagues on key developments (weekly cancer/health related news update).
- Undertake other duties relevant to the purpose of the role as requested by the PR Manager or Director of Brand and Relationships.
- Work flexibly - and on occasion out of office working hours - to provide PR support at fundraising or awareness-raising events or interviews.

Qualifications

- Degree or professional qualification in Public Relations, Journalism, English or Communications OR currently studying towards an appropriate qualification OR proven experience in a similar role at a similar level.
- A relevant PR qualification such as CIPR or PRCA or equivalent would be desirable.

Knowledge and experience

- Experience of writing press releases, case studies and other PR content. To have worked, and built trusted relationships with, third parties to ensure content, messages and quotes are fully approved.
- Used to having their work reviewed, edited, amended and approved by others.

- To have worked, in a PR capacity, in a charity/not-for profit environment is highly desirable but not essential.

Skills and abilities

- Ability to ensure communications are well constructed with exceptional standards of literacy and attention to detail.
- Demonstrate high levels of discretion, maintaining confidentiality and sharing information appropriately.
- Excellent verbal and written communication skills, with the ability to communicate with a wide range of stakeholders.
- Resilient, recognising that feedback on work is intended to be value-adding rather than criticism.
- Good organisational skills, including the ability to prioritise workload to meet deadlines and manage multiple workstreams on an ongoing basis.
- Has an appreciation of media needs and media relationships.
- Good understanding of primary social media platforms that support PR activity.
- A team member who can be relied upon to add value and to deliver on time and budget.
- Self-motivated and self-sufficient, with a proactive approach to self-development and learning.
- A creative thinker, with the ability to create engaging content.
- Able to adapt to fast-moving situations.

Other requirements

- Proof of your eligibility to work in the UK.
- References, qualification and DBS check to be undertaken once role is offered and accepted.

Our Values

Values	Behaviours to be demonstrated
DELIVER IMPACT	<p>Drive for results:</p> <p>Searches out target audience intelligence to inform decisions, taking time to understand target audience requirements and insights.</p> <p>Thinks analytically about Key Performance Indicators (KPIs) and how to achieve them.</p> <p>Appropriately delegates responsibility to team members to deliver against goals and KPIs and supports them to achieve their targets.</p>
	<p>Efficiency:</p> <p>Understands the availability of resources, making and following plans to leverage these for best effect.</p> <p>Sets timescales and pushes to make things happen quickly and efficiently.</p>
HAVE INTEGRITY	<p>Honesty and respect:</p> <p>Earns the trust and respect of line reports, colleagues and business contacts by being reliable and professional at all times.</p> <p>Represents Yorkshire Cancer Research values and behaviours through all contact with potential and existing suppliers.</p>
	<p>Courage and conviction:</p> <p>Is decisive in establishing clear priorities for self and team.</p> <p>Tough and resilient when dealing with change.</p>
CHAMPION EXPERTISE	<p>Continuous improvement and innovation:</p> <p>Uses data and facts – rather than anecdotes - to influence decision-making.</p> <p>Takes the initiative in identifying and embracing the opportunity for improvement and puts this firmly on the Yorkshire Cancer Research agenda.</p>
	<p>Governance / control:</p> <p>Contributes to the development of new processes and ways of working that address/meet relevant governance and control requirements.</p> <p>Follows the Charity’s ethical code of conduct and ensures suppliers do too.</p>

ONE TEAM	<p>Collaborative:</p> <p>Collaborates cross-functionally to facilitate high levels of organisational alignment.</p> <p>Develops and maintains a network of contacts outside and across Yorkshire Cancer Research.</p>
	<p>Leadership:</p> <p>Is a role model for Yorkshire Cancer Research values.</p> <p>Builds an effective, collaborative team.</p> <p>Provides clear, consistent messages about the direction of Yorkshire Cancer Research.</p> <p>Identifies and addresses team member's development needs.</p> <p>Actively supports change.</p> <p>Encourages and allows people to take responsibility and exercise initiative.</p>