

JOB DESCRIPTION

Job Title:	PR & Communications Lead
Hours:	37.5 hours per week
Term:	Full time, permanent
Reports to:	Director of Communications & Impact
Line Reports:	None
Location:	Biomedical Campus Cambridge (minimum of 2 days in the office)
Salary:	£30,000 - £35,000 per annum (depending on skills and experience)

A bit about us

Addenbrooke's Charitable Trust is the official fundraising charity for Cambridge University Hospitals (Addenbrooke's and the Rosie). Our aim is to make our great hospitals even better, allowing us to invest in new ideas, new research, new environments, and new technology where the hospital needs it most and where it makes all the difference over and above what is possible with NHS funding alone.

Over the past few years, ACT has funded innovative new equipment such as a new surgical robot that is transforming surgery for thousands of patients each year, helping them to recover sooner and return home faster. We've funded ground-breaking research and seed funded the careers of world-leading researchers who are changing the way we diagnose and treat a myriad of illnesses and diseases. We also fund the everyday environmental improvements in the hospital, turning waiting areas and wards into bright, friendly spaces that reduce anxiety and support people's recovery. All of this is possible because thousands of people, all with their own stories and experiences of the hospital want to give back, say thank you, and help make Addenbrooke's even better.

Our fundraising programme has grown in sophistication and ambition into one of the best in the sector. Over the next five years we plan to be even more ambitious with a new strategy that will help us to continue growing and securing philanthropic support to help build two new ground-breaking hospitals – the Cambridge Cancer Research Hospital and the Cambridge Children's Hospital, as well as continuing to make Addenbrooke's even better.

We strive to make sure that all our activities are carried out in line with our organisational values, and that we are:

Supportive, Innovative, Ambitious and that we Act with Integrity.

About the role

Our PR and media coverage plays a key role in raising awareness of the charity, and increasing the number of people who support the charity. Therefore we're looking for someone to help us drive forward awareness of the charity among key audiences by taking the lead on our press and media strategy, and generating creative, engaging content to work into press releases, individual pitches for specific key media outlets, or for use across our owned channels.

The role suits an experienced PR and communications professional, who can identify stories from around the charity, draw out information and ideas from others, and understand how to digest complicated ideas or clinical information and turn it into clear, simple, and compelling content covering our impact and people-centred stories.

You will also lead on our proactive media relations, with a great knowledge of all areas of media in both traditional and digital environments, and of writing across a broad spectrum of formats. You'll have experience of responding to media enquiries and stories at short notice, exercising good judgement, and liaising with stakeholders at every level of an organisation.

With two major capital campaigns on the horizon, PR and media is going to be central to our plans to go public in a big way at the right time – this is your chance to help make this possible and help transform health care across the region, and the country.

Core duties

Key responsibilities

Taking the lead on ACT's press and media

Working closely with the Director of Communications & Impact, as well as colleagues from across the Communications Team, you will take a lead on developing the charity's PR and media strategy, identifying amazing stories from across the charity and turning them into engaging and accessible content that can be used to generate PR reach, as well as being used across ACT's owned channels to increase our engagement with key audiences. You'll be building relationships with media partners, as well as stakeholders from across the hospital, so that we're constantly generating stories and pushing these out in the media.

- Proactively identifying stories from across the charity to work into press releases, individual pitches for specific media outlets, or for use across the charity's owned channels.
- Developing creative ideas for generating PR and media coverage in support of our strategic objectives and working with colleagues and external agencies to make these ideas a reality
- Writing up stories into well-written, easy to understand, compelling content covering the full range of the charity's impact and people-centred stories, which can be used to generate PR opportunities, or used by colleagues across ACT's owned channels
- Responding quickly to media enquiries, using sound judgement, and liaising with ACT colleagues as appropriate.
- Leading on proactive media relations, building relationships with key media partners and news outlets.
- Contributing to the charity's communications and marketing strategy, feeding in your expertise around PR and communications, and helping to design and deliver the strategy to support the charity's wider organisational strategy.
- Working with colleagues across ACT to align the charity's PR and media coverage with the key campaign and appeal themes throughout the year, helping us to deliver integrated campaigns.
- Supporting colleagues across fundraising to secure PR and media coverage for key fundraising events, identifying the event objectives and PR strategy to help make each event a success.
- Continuing to develop our relationship with the Cambridge University Hospital Communications Team, attending the weekly external affairs meetings, as well as other relevant PR and Communications meetings with hospital and biomedical campus partners to share and gather relevant stories and information

- Generating PR, and working with colleagues across communications and fundraising, to raise awareness of the Children's Hospital and Cancer Research Hospital campaigns, including working with external agencies to maximise opportunities to raise awareness of these campaigns ahead of the public fundraising taking place.

Corporate responsibilities

- Adhere to all relevant legislation and codes of practice, including the Fundraising Regulator's Code of Practice, as well as adhering to ACT's own policies, complying with data protection regulations, and maintaining confidentiality.
- Record accurate data in our Donorfy CRM regarding all relationships (whether internal and external to the hospital).
- Produce and maintain project plans as required and to ensure regular and timely communication of progress to key stakeholders.
- Using data, produce regular reports, KPI measurements, and analysis to demonstrate performance and identify opportunities.
- Always comply with ACT's policies and procedures as set out in the ACT Staff Handbook and Standing Financial Instructions.
- Participate in team meetings, fundraising team meetings, all staff team meetings, Trustee meetings, and committee meetings as required, and the corporate planning cycle and any corporate development activities and initiatives as may be identified from time to time.

General

- Any other reasonable task as may be identified as necessary by the Director of Communications & Impact or CEO from time to time.

The job description outlines the duties required of this post to indicate the level of responsibility. It is not a comprehensive or exclusive list and duties may be varied from time to time which do not change the general character of the job or the level of responsibility outlined.

APPLICATION PROCESS

Please send your CV and a covering letter explaining why you are a good fit for the role to hr@act4addenbrookes.org.uk

The closing date for applications is 28th January 2024, however we reserve the right to close this vacancy once a sufficient number of applications have been received or a successful candidate is found.

Addenbrooke's Charitable Trust is an equal opportunities employer actively working towards a diverse workforce. We therefore positively encourage applications, regardless of age, race, religion & belief, gender, gender reassignment, sexual orientation, marriage & civil partnership, pregnancy & maternity, or disability.

Person specification

Essential	Desirable
Experience of working in PR and communications and able to demonstrate knowledge of a broad range of communications activities and channels	Experience of working for a charity, or in a health care related organisation
Excellent oral and written communication skills, including the ability to write in Plain English, for a range of audiences and channels	Experience of working with WordPress websites
Track record of securing regional and national media coverage	Experience of writing for digital and traditional channels
Experience of proactively identifying and developing story ideas	Experience of dealing with crisis communications, and a good problem solver
Able to juggle multiple and sometimes competing priorities, and remain cool and calm under pressure	
Experience of developing and delivering strategic PR and communications plans	

ADDENBROOKE'S CHARITABLE TRUST

CURRENT EMPLOYEE BENEFITS

- Pension Scheme
- Group Life Assurance @ 4 x Salary
- Enhanced Maternity and Paternity Pay
- Annual Eye Tests + £65 (towards Computer Use Glasses)
- Leisure Centre on site
- NHS Discount Schemes
- Health Cash Plan - Medicash
- Employee Assistance Programmes
 - Health Assured
 - WeCare
 - Medicash
- 25 days of Annual Leave + Bank Holidays
 - Annual Leave increases by one day each year after 2 years' service up to 29 days
- Your Birthday off
- Cycle 2 Work Scheme