



## PR and Communications Manager

### Job description

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**Job Title:** PR and Communications Manager  
**Directorate:** Business Development and Services  
**Location:** Bristol  
**Pay:** £34838 (pay band 2)  
**Contract:** Permanent  
**Hours:** 37

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### Job summary

A skilled PR and communications professional, you will be responsible for leading on all communications activities, working collaboratively with other Marketing team members and under the direction of the Senior Marketing Manager. Your PR and comms expertise will drive forward our external engagement across all channels, taking proposition, products and services to market through carefully constructed communications plans. You will be responsible for ensuring that every opportunity for PR is maximized and that our share of voice is increased. Your communications skills will also be applied to the development and delivery of a fully thought through internal communications approach, ensuring that staff are kept informed and engaged.

Whilst there is currently no line management responsibility assigned to the role, you will be involved in directing the activity of others in the achievement of PR and communications objectives.

### Main responsibilities

- Under the direction of the Senior Marketing Manager, to be responsible for planning, implementing and measuring external communications activities on time and on budget to support the Group's brands and business activities
- Working with the Senior Marketing Manager and Campaigns Manager, to align relevant communications plans with business strategy and priorities, supporting the achievement of priorities and targets, including brand engagement, share of voice, lead generation and customer acquisition



- Monitor and measure outcomes of all external communications and PR activity and provide monthly reports to the Senior Marketing Manager
- Be responsible for producing and delivering communications plans and grids, including for annual, bi-annual, quarterly, monthly and campaign activity
- Conduct media relations activities across all media sectors, national, local and regional print, broadcast, online and social, trade and consumer titles, building and maintaining a network of relationships with key media contacts and social media influencers
- Develop strong relationships with the communications and press offices of our key partners and clients, including HEE, NHS England and others
- Generate consistent, quality and on brand media coverage in of support business objectives
- Plan, write or commission, distribute and sell-in media releases and other copy/content, such as opinion pieces and commentary
- Write and publish other content, copy, letters, articles, newsletters, emails, blogs, social media content to deliver on comms plans
- Working closely with the Digital Marketing Manager, manage all marketing-run social media channels for all brands, maximizing on engagement with social audiences and growing followers
- Ensure the Group's media and comms approach is legally and professionally compliant and provide expert advice and guidance to the Group regarding compliance requirements. This includes for media access, reproducing and sharing other media's content, copywrite protection, data protection/GDPR, privacy laws, intellectual property, and more.
- Monitor all media activity concerning the Group and its brand and respond appropriately to protect its reputation
- Continuously monitor competitor and sector activity, including national and local governmental policy development, suggesting opportunities to increase profile where appropriate
- Working with the Group's senior management team, advise on and manage any potential PR crisis situations
- As required, to be the expert PR and communications voice for the Group, advising and supporting colleagues across the organisation to deliver excellent communications which resonate with their target audience, increase engagement and share of voice
- Using your expertise and as required, to provide internal training sessions to staff on all communications matters, for example, PR and media engagement, copywriting, writing for social channels and writing for the web
- To continually consider, devise and implement creative ways to build the Group's external profile through social media, other online platforms, emails, newsletters, print or through any other communication activity



- To drive forward an internal communications approach across the Group, including establishing the right channels to communicate effectively with staff, informing managers of the right channels and approaches to use; including establishing content plans for internal communications and delivering on elements as agreed (for example, monthly newsletters or blogs)
- Working within the team as required and using your expertise as a writer, to assist in the production of a wide range of marketing messaging and content, across all channels
- Act as a brand champion ensuring consistency of brand image and corporate messaging
- Develop and maintain positive working relationships with fellow colleagues and key external stakeholders
- Comply with the Workforce Development Trust's policies and procedures, ensuring you fulfil all expectations around health and safety, diversity and equality, acceptable use of IT policies, etc
- To undertake any additional work or activity you are asked to do to support the Senior Marketing Manager and as part of your role as a member of the Marketing and Communications Team.

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## Job description completion

Name	Sarah Stewart
Job Title	Senior Marketing Manager
Directorate	Business Development and Services
Date	3 August 2018


All job descriptions are subject to review. Post holders are expected to be flexible and prepared to carry out any similar or related duties, which do not fall within the work outlined. The line manager, in consultation with the post holder will undertake any review.

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## General information

### **Our path to 2022**

This is an exciting time to join the WD Trust. We have recently redefined our vision and mission and are currently working to develop our new strategy for the next five years. We have ambition for significant growth, increased market penetration and entry into new markets. The Marketing and Communications Team will be key to helping the organisation achieve these ambitions.





## **Our values**

We all share the same values and apply them in everything that we do, including how we engage with each other, our external audiences and stakeholders:

- Integrity, honesty and quality
- Respect, consideration and support
- Innovative, creative and flexible
- Passionate

We have a zero-tolerance approach to bullying and harassment of any kind; all employees have a right to work in a safe and supportive environment.

## **Safeguarding**

We are committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. We expect all staff to share this commitment.

## **Equality and diversity**

As an organisation we recognise that we have different identities – we embrace and celebrate our differences positively. We promote an enabling and inclusive environment where, throughout their employment, all staff are treated fairly, with dignity and respect. We are committed to eliminating unlawful discrimination and promoting equality of opportunity for all.

## **Health and safety**

We are committed to providing a healthy and safe working environment for our staff, our stakeholders and our customers. You are expected to take care of yourself and others at work. You are also expected to comply with all relevant instruction, to complete all necessary training, and to take care of yourself and others whilst at work. All staff are expected to fully cooperate to ensure the organisation can carry out its legal duty under Health and Safety legislation.

## **Confidential and private information**

Within this role, you will either need to use or be party to both private and confidential information. You are expected to hold such information in confidence and not to disclose it to anyone, unless required to do so in your role or by law.

## **Other employment and conflicts of interest**

In keeping with our values, prior to employment you will be expected to declare any other employment or interest which could be seen to conflict with this role, or with the purpose and work of the WD Trust or any of its constituent parts.

## **Work/life balance**

This is an office-based role, working in our Bristol Head Office. We normally work five days a week, Monday to Friday, from 09.00 to 17.00, with a break for lunch. Requests for flexible



working will be considered fairly, in line with current legislation and the requirements of the business.

On occasion you will be required to work outside of these normal working times as part of your role. You will also be required to travel within the UK and to stay overnight. You may be asked to record your working time in consideration of time off in lieu or to ensure compliance with Working Time Regulations.



<p>generate creative content, messaging and visuals for campaigns</p> <ul style="list-style-type: none"> <li>• A good understanding of audience segmentation, persona development and crafting communications which resonate and engage</li> <li>• Experience of developing and delivering internal communications and ensuring full staff engagement and participation</li> <li>• Event management and engagement experience</li> <li>• Comfortable and confident analyzing data, intelligence and figures, and producing reports</li> </ul>	<p>X</p> <p>X</p> <p>X</p>	<p>X</p>	<p>A &amp; S</p> <p>A &amp; S</p> <p>A &amp; S</p> <p>A &amp; S</p>
<p><b>Competencies and behaviours:</b></p> <ul style="list-style-type: none"> <li>• Creative and lateral thinking, ability to find new ways and approaches to engage with audiences</li> <li>• Excellent communicator, both written and verbal</li> <li>• Able to communicate thoughts clearly and be an excellent listener</li> <li>• Able to use multiple channels, including social media, to communicate brand voice</li> <li>• Comfortable and confident in face to face communications with a wide range of individuals</li> <li>• Effective planning and management of own time</li> <li>• Able to make decisions efficiently and adopt a problem-solving approach</li> <li>• Able to work on several projects simultaneously without dropping the ball</li> <li>• Strategic awareness</li> <li>• Flexible to changing priorities</li> <li>• Proactive</li> <li>• Driven to achieve objectives and to demonstrate results</li> <li>• Attention to detail</li> <li>• Able to negotiate and influence to achieve best outcomes</li> </ul>	<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>		<p>A &amp; S</p> <p>A &amp; S</p> <p>A &amp; S</p> <p>A &amp; S</p> <p>A &amp; S</p> <p>A &amp; S</p> <p>A &amp; S</p> <p>A &amp; S</p> <p>A &amp; S</p> <p>S</p> <p>S</p> <p>A &amp; S</p> <p>A &amp; S</p> <p>S</p>

• Good commercial awareness	X		A & S
• Self-motivated and enthusiastic; can do attitude	X		S
• Collaborative and a team player	X		S
• Financially literate	X		S
• A passion for PR and communications	X		A & S
<b>Other:</b>			
• Willingness to travel, including overnight stays	X		A
• Willingness to work outside of normal working hours when needed, for example, when monitoring and responding to crisis PR situations	X		A
• Desire to develop personally and in career		X	S

**Key:**

A = Application process

S = Selection process (this will usually take the form of a panel interview and may include one of the following - presentation, in tray exercise, group exercise, role play, two to one interview).

## How to apply:

Closing date is 6 September 2018. Application is through CV and covering letter. Please ensure these are tailored to respond to the requirements of the role. These should be addressed to Sarah Stewart and sent by email, to be received no later than midnight on the closing date. Please call if you would like to have a confidential discussion about the role or have any questions.

Sarah Stewart  
Senior Marketing Manager

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Email: [sarah.stewart@wdtrust.org.uk](mailto:sarah.stewart@wdtrust.org.uk)