



Role title	PR & Media Officer (National)	Directorate	Marketing and External Affairs
Location	London, Stroke Association House	Accountable to	Media Manager
Travel requirement	Occasional	Accountable for	NA
DBS check	No	Core Role Anchor Level	Deliver

Hours	35	Grade	E	Salary	Circa £33,000 per annum (including £3,299 inner London weighting)
Contract type			Permanent		

Stroke Association. Rebuilding lives after stroke.

When stroke strikes, part of your brain shuts down. And so does a part of you. That's because a stroke happens in the brain, the control centre for who we are and what we can do. It happens every five minutes in the UK and changes lives instantly. Recovery is tough, but with the right specialist support and a ton of courage and determination, the brain can adapt. Our specialist support, research and campaigning are only possible with the courage and determination of the stroke community.

We believe everyone deserves to live the best life they can after stroke. And it's a team effort to get there.

We provide specialist support, fund critical research and campaign to make sure people affected by stroke get the very best care and support to rebuild their lives.

Every five minutes, stroke destroys lives. Help us rebuild them and join our team.

Directorate

Our Marketing and External Affairs Directorate plays a vital role in delivering our strategy. We provide strategic leadership for engagement and stewardship of key audiences through an integrated, results orientated approach. Working alongside Income Generation and Services, we deliver leadership and expertise in marketing, public affairs, PR, event management, multimedia design and digital communications to deliver our vision.

Join us and help us to rebuild lives after stroke.

Purpose of role

The national PR & Media Officer is responsible for planning and delivering the Stroke Association's wide range of media and PR activities to reinforce our position as the authority on stroke within national print, broadcast and digital media. Working closely with the PR & Comms team, the wider Marketing and External Affairs team and external stakeholders, the PR & Media Officer develops and delivers planned, engaging and impactful PR that is audience-focussed and innovative. The PR & Media Officer will collaborate with colleagues and key stakeholders across the organisation to ensure that we are supporting the delivery of key aspects of the charity's Corporate Strategy.

The PR & Media Officer works proactively and reactively with the relevant media across the UK, to deliver key messages to target audiences relating to stroke and the Stroke Association.

Key responsibilities of role

Responsibility areas	Performance Indicators	Key Competencies
To research, develop and deliver comprehensive PR plans for National PR and media programmes (including social media) to support the Stroke Association's corporate strategic plans.	<ul style="list-style-type: none">Develop integrated, audience-focussed PR and comms plans working collaboratively with key internal stakeholders to set relevant joint KPIs in line	Improvement and innovation Customer focus

	<p>with our strategic approach to corporate communications</p> <ul style="list-style-type: none"> • Resulting media coverage and social media engagement demonstrates outcome and impact alongside performance of messages to target audiences 	
<p>Lead on responding to reactive media opportunities which reinforce the Stroke Association as the authority on stroke</p>	<ul style="list-style-type: none"> • Ensure bank of collateral including case studies and statistics • Spokesperson interview briefings efficient and effective • Stroke Association is the go-to for all stroke media queries • All requests responded to 	<p>Leadership Customer focus</p>
<p>Develop and maintain working relationships and partnerships with national media contacts and other key stakeholders</p>	<ul style="list-style-type: none"> • Media contacts established and maintained • Stakeholder contacts established and maintained both internally and 	<p>Communication and Collaboration Improvement</p>

	externally	
Develop quarterly coverage and engagement Reports and campaign evaluations which reflect team and corporate KPIs	<ul style="list-style-type: none"> • Robust evaluations produced reflecting performance against agreed KPIs in collaboration with key internal stakeholders including impact and outcomes • Quarterly coverage reports 	Improvement and innovation Customer focus
Identify relevant media case studies and provide support to help them share their experiences with the media, ensuring that confidential and accurate records are kept on our CRM database	<ul style="list-style-type: none"> • Case studies identified and written up • Manage CRM records, mindful of GDPR legislation • Support case studies with media interviews 	Leadership Communication and Collaboration
Develop and distribute media materials, including press releases, statements, letters to editor, features and articles and spokesperson briefings	<ul style="list-style-type: none"> • Quarterly PR activity reports detailing outcomes and impact • Spokespeople are suitably briefed • Identified improvements and efficiencies for processes 	Customer focus
Support the delivery of media training sessions, identifying colleagues who would benefit from training	<ul style="list-style-type: none"> • Spokespeople trained • Offering coaching for media interviews 	Customer focus Leadership Business acumen
Identify reputational risk issues, referring to the Crisis Management Protocol where necessary	<ul style="list-style-type: none"> • All media collateral produced to high standard • Media Manager and other 	Business acumen Change readiness Leadership

	senior staff briefed <ul style="list-style-type: none"> • Internal Comms notified 	
Ensure personal development through attending internal and external regional networking and learning events	<ul style="list-style-type: none"> • Personal training record and regional event attendance record, 	Managing and developing performance Improvement Innovation

Mandatory responsibilities of role

(Whilst the mandatory responsibility areas and key competencies are standard, performance indicators will vary dependent upon the role and anchor level)

To undertake any other duties commensurate with the purpose and remit of the post.

Responsibility areas	Performance Indicators	Key Competencies
To ensure that you manage and develop your own performance	<ul style="list-style-type: none"> • Evidenced attendance at personal training and regional events • All mandatory training is completed • Performance and Development Review completed to standard. 	Leadership Improvement and Innovation
To follow the Stroke Association's policies and procedures	<ul style="list-style-type: none"> • Familiar with competency framework including values, mission and vision. • Accessed and read the Staff Handbook and any relevant policies and procedures to your role. • Willing to travel during the 	Change Readiness Business Acumen

	course of your duties with possible overnight stays away from home.	
Build relationships internally and externally	<ul style="list-style-type: none"> Relationships established with key internal stakeholders, primarily with the lead area of responsibility (FR/Policy/Research) Establish and maintain solid working relationships with key journalists and editors 	Leadership Communication and Collaboration Business Acumen
To contribute to any project work as required.	<ul style="list-style-type: none"> Examples of project work. 	Business Acumen Improvement and Innovation Communication and Collaboration Change readiness

Person specification

Education	Essential/ Desirable
Educated to degree level or have relevant demonstrable equivalent experience	Essential
A professional qualification in Public Relations/Communications	Desirable
Willingness to undertake training and continuing professional development	Essential
Experience	
Experience of using technology and IT systems	Essential
Experience of working in a national media-related environment	Essential
Experience of identifying media case studies and supporting them share their story with the media	Essential
Experience of developing, delivering and evaluating PR and media plans	Essential
Proven track record of achieving media coverage in a variety of different areas	Essential
Skills and abilities	
Ability to communicate effectively face to face, in writing, by email, on the telephone, including public speaking.	Essential
Ability to write to a high standard under pressure, as well as excellent proofreading/editing skills	Essential
Ability to problem solve and overcome obstacles	Essential

Ability to juggle a wide range of different assignments at the same time, to react quickly, to meet deadlines, to organise a busy workload and to prioritise tasks	Essential
Excellent interpersonal skills with the ability to interact successfully with a diverse range of employees, volunteers and stakeholders, including journalists	Essential
Other requirements	
Ability to demonstrate an understanding and commitment to our corporate values	Essential
To be committed to the principles of equal opportunities and diversity	Essential
To have an understanding of stroke	Desirable
Ability to participate in out-of-hours activity when required, and to take part in an on-call rota	Essential
Flexible approach to working hours, with the ability to travel with occasional overnight stay	Desirable
Understanding of how celebrities fit into charitable media work and how to maximise publicity of their support	Desirable
An understanding of the current news agenda and its relevance to people affected by stroke, staff and supporters of Stroke Association	Desirable

This information will be used as part of the shortlisting process.