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| **Post:** | **Senior PR and Media Lead** |
| **Location:** | Hybrid (*a mixture of homeworking and minimum of 40% in the office in Leeds*) |
| **Contract:** | Full-time; 34.5 hours per week; (*this post will require some evening and weekend work for monitoring out of hours press enquiries for which flex is given)*  |
| **Reports to:** | PR and Media Manager |
| **Direct Reports:** | None *(supervision, mentoring and support of junior members of the team will be required)* |
| **Last Reviewed:** | April 2025 |

**Purpose of Role:**

At Epilepsy Action we are committed to creating a world without limits for people affected by epilepsy. All our roles contribute to achieving our ambition.

The charity’s PR & media team is responsible for all media activity across print, broadcast, and online media outlets at national, regional, consumer and trade level. Personal stories are the lifeblood of our work and require a strong degree of sensitivity, warmth, and eye for detail.

The Senior PR and Media Lead will play an essential role in changing the narrative around epilepsy through impactful media coverage and powerful lived experiences.

The role is responsible for devising and bringing to life brand awareness and policy-led campaigns, ensuring our PR activity aligns with our wider comms and drives us closer to achieving our strategic goals.

Through powerful storytelling, the role will also be responsible for sharing real-life story champion experiences and building relationships with our celebrity and high-profile supporters to increase awareness and change attitudes towards the condition.

**Accountabilities:**

The key accountabilities of the role are:

* Deliver meaningful and impactful media coverage that changes the narrative around epilepsy and amplifies Epilepsy Action’s voice in the conversation
* Capture powerful people-centred stories that help to raise awareness of the condition
* Ensure stories are spread far and wide by nurturing relationships with journalists, high-profile supporters and epilepsy influencers
* Collaborating with others to develop and share stories to make a difference and influence decision makers
* Working closely with all teams across the charity to raise awareness. Particularly with Communications & Digital Engagement, Health Improvement & Influencing and Digital and Corporate fundraisers.
* Responding to proactive and reactive enquiries, and developing strong relationships with journalists to amplify Epilepsy Action as an expert voice in the media
* Supervision, coaching, mentoring and development of junior members of the team

**Responsibilities:**

**Strategy and organisational development**

* Responsible for contributing to the organisation’s strategy, and being responsible for some areas of the departments strategic goals
* Responsible for contributing to the development of team and department plans, taking a role in the delivery of the comms and digital strategy
* Drives positive change

**Effective PR to raise awareness. maximise profile, reputation, and income**

* Develop and deliver impactful media strategies to support organisational events and campaigns
* Identify and maximise opportunities to use the media to influence policy and decision making
* Work with the wider team to co-ordinate and respond to high-profile policy stories, with statements, press releases and spokesperson briefings
* Produce and distribute compelling press releases, stories and comment to the media and organising press events
* Work proactively and reactively to maximise PR and media opportunities
* Ensure we tell powerful stories across the organisation about the impact of Epilepsy Action
* Provide PR guidance, input, and support for the work of all departments across the organisation
* Work with the PR & media manager to organise and deliver media training and provide on-going support for key spokespeople across the organisation
* Representing Epilepsy Action at external events when required and acting as an ambassador for the organisation
* Evaluate media campaigns and provide strategic recommendations for future projects
* Ensure an inclusive and representative approach in all PR and media stories
* Assist in how we respond to negative feedback or criticism across our key channels
* Work with the media team to identify contributors and topics for Lunchtime Live episodes

**People and Resources**

* To deliver projects within agreed parameters, with limited supervision and required to lead on projects related to PR and media development
* Responsible for supporting the wider organisations volunteer strategy by developing and maintaining excellent relationships with our story champions across a diverse range of backgrounds
* Responsible for reviewing opportunities for volunteering within PR and Media in collaboration with the wider team
* Brief story champions to feel empowered and confident in sharing their story across print, online and broadcast media
* Support the day-to-day work of the PR & Media Officer and provide them with support and guidance
* Work with the senior PR & media officer and PR & media manager on the out-of-hours press rota to respond to media enquiries and horizon scan for potential news stories
* May have responsibility for purchasing within pre-agreed budgets
* Demonstrates authentic and compassionate leadership within PR and Media work

**Governance and Risk**

* Responsible for specific areas of risk within PR and Media including copyright, libel and ensuring accurate and factual information
* Work with the PR & media manager to identify reputational risks and manage the reputation of Epilepsy Action
* Ensure all work, including materials produced, meets the charity’s quality standards and complies with its corporate brand
* Ensure all aspects of work comply with confidentiality, data protection, health and safety, equal opportunities and other legislation and established Epilepsy Action policies and procedures

Promotion of Epilepsy Action as a Digital First Charity

* Empower, support and provide training to colleagues in other departments to adopt digital PR and Media opportunities into their work
* Required to use maximise the use of digital platforms, including the CRM and other systems, to review a wide range of information and data
* Explore new ideas by listening to the requirements fully before assessing whether what is required is possible or practicable

**Stakeholder Relationships**

* Responsible for managing and developing relationships with a range of internal and external stakeholders, some may be high profile.
* Responsible for the positive development and management of media contacts through both traditional and social media to build Epilepsy Action’s reputation as a trusted source for comment and insight
* Effectively collaborate with outside companies, agencies, and partners on PR & media projects
* Act as the charity’s spokesperson in media interviews as appropriate
* Collaborate with teams within the organisation to maximise opportunities for PR and media
* Attend relevant meetings internally and externally to represent the department and ensure effective collaboration

**Key Relationships**

* Work with the PR & media team to identify, develop and maintain meaningful relationships with celebrities, influencers, and public figures
* Press and media organisations
* Journalists and writers
* Broadcasters and radio stations
* People with epilepsy and story tellers
* Health professionals
* Researchers
* Influencers
* PR agencies

Other

* Expected to have or gain an in-depth understanding of epilepsy
* Maintain own professional networks and promote Epilepsy Action on a local and national level
* Managing out of hours press requests as required
* Completing any other duties relevant and appropriate to the role

**Person Specification:**

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|  |  | **Essential** |  | **Desirable** |
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| **EXPERIENCE, KNOWLEDGE & QUALIFICATIONS** |  | * Experience and understanding of PR, media and internal communications, actively promoting stories to the media and working with journalists, with at least 18 months experience in a related role and environment
* An understanding of the role of PR & media activity in the third/health sector
* Previous experience of acting as a spokesperson in the media and briefing colleagues on interviews
* An understanding of reputational issues and experience in handling and responding effectively to crisis media stories
* Expected to have or be willing to develop relevant knowledge of epilepsy
 |  | * Some experience of using basic editing software to produce short audio clips
* Experience in using social media and content creation
* Managing projects or programmes of work
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| **SKILLS & ABILITIES** |  | Confident verbal and written communication skills, including evidence of excellent presentation skills suitable for TV and radio interviewsExcellent news sense and the ability to craft all the winning ingredients for a powerful and compelling storyKeen interest in news and current affairs and understanding of the importance of policy and campaigning in healthcareExcellent organisational skills and able to work effectively to strict deadlines, function well under pressure and prioritise work effectively in a busy environmentExcellent interpersonal skills and ability to communicate effectively and persuasively with colleagues and service users across the organisationVery good I.T and digital competencies with an ability to utilise a wide range of relevant digital platforms and systemsAble to problem solve and resolve issues as they arise. |  | * An understanding of and commitment to equal opportunities.
* An understanding of data protection and the need to treat users’ data sensitively.
* Experience coaching, mentoring or managing junior members of a team
* The job may involve a limited amount of working unsociable hours and occasional travel (across the region, and occasionally UK-wide)

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| **VALUES & ATTITUDE** |  | * Demonstrable commitment to our vision, aims and values
* Committed to ensuring people who work with us have a positive or use our services have a positive experience and receive quality services and information
* Committed to ongoing personal development
* Committed to maintaining up to date digital skills
* Professional work ethic: honest, conscientious, self-motivated and reliable
* Willing to travel and work flexibly and outside core hours as required
 |  | **Creating a world without limits for people with epilepsy!****We will make a difference by being:****Ambitious 🞟 Inclusive Empowering 🞟 Supportive** |

