

# MEDIA & PR

# MANAGER

JOIN A FORWARD THINKING  
RESEARCH CHARITY



**ANIMAL  
FREE**

RESEARCH UK

## JOIN A FORWARD THINKING AMBITIOUS RESEARCH CHARITY

Animal Free Research UK is the leading charity working to create a world where human diseases are cured faster without animal suffering. By pioneering excellence, inspiring and supporting scientists and influencing change, we are ending the use of animals and improving medical research.

By 2040 we will transform medical research and regulation in the UK so that the development of treatments for human diseases can be entirely animal free and breakthroughs are achieved faster.

### To achieve our ambitious strategic goal, we work to:

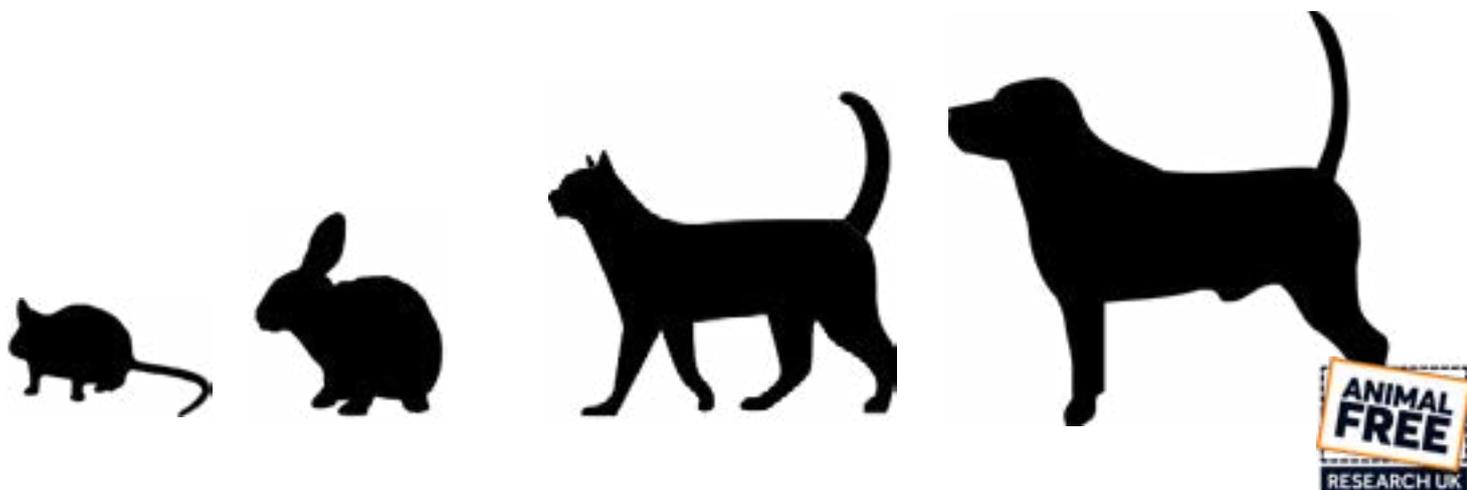
- Fund excellent high impact animal free research
- Create an animal free research career path
- Build a respected network of animal free researchers
- Overcome the barriers to animal free research in academia and industry
- Influence robust legislation
- Inspire public support of animal free research

### We are:

- Rigorous and evidential – we present factual, reliable information. Our work is evidenced-based, thoughtful and respected by our peers.
- Pioneering – we place ethics at the heart of science through innovative, solutions-focused research. Our determination drives scientific discovery forward.
- Compassionate – we care deeply about people and animals. Our ambition to end suffering is heartfelt and unswerving.

The **Media & PR Manager** role is an exciting opportunity for a motivated and experienced media and public relations wizard, preferably with a medical / science background to elevate the charity's brand value and impact whilst engaging with a varied group of external stakeholders. Reporting to the Director of Fundraising, Marketing and Communications and working in matrix with other relevant roles within the organisation, the postholder will play a key role in achieving Animal Free Research UK's strategic goals, making a significant impact that accelerates the discovery and delivery of effective treatments for human diseases and results in fewer animals used in medical research.

**Join our award-winning team and make a life-saving difference to people and animals.**



# JOB DESCRIPTION

**Job title:** Media & PR Manager

**Salary:** £36,000 (pro rata - 21 hours pw)

**Closing date:** 5pm - Tuesday 1st September

**Interview date:** Wednesday 16th September

## Location - PLEASE READ

Initially remote working with Central London office arrangements to be confirmed at a later date.

However, enabling staff to work flexibly and having a team that is not necessarily based in London are important values to us so while physical attendance in Central London will be required on occasion, you'll have the freedom to work from home on a regular basis.

# JOB PROFILE

- Accountable for developing and delivering the charity's PR plan to support the successful delivery of Animal Free Research UK's strategic objectives
- Develops and manages relationships with high profile supporters, celebrities, journalists and influencers
- Manages the media desk and secures positive coverage to increase visibility of the charity
- Delivers PR campaigns to increase awareness from B2B and B2C audiences
- Manages the charity's brand



# DELIVERABLES

## Activities may include:

### Increase awareness and support for Animal Free Research UK from target B2B and B2C audiences

- Work with the Fundraising, Marketing and Communications Director and team to develop and deliver a fundraising, marketing and communications strategy that reinforces the charity's strategy
- Devise and deliver a PR plan, collaborating with the FMC Director and the Science and Public Affairs team, that aligns with the strategy and increases awareness, engagement and conversion from the charity's target audiences
- Devise and deliver public awareness campaigns to increase brand and cause awareness, educate target audiences and progress public debate
- Work with the team to develop and deliver a rich content plan that delivers on audience awareness and engagement KPIs
- Produce appropriate copy for the charity's earned and owned communications channels

### Manage the media desk to secure positive coverage for the charity

- Manage all proactive and reactive media work for Animal Free Research UK
- Develop and deliver a proactive media plan for the charity that maximises on internal and external opportunities
- Develop and steward relationships and act as first point of call for journalists
- Draft and distribute press releases, letters to editor and articles, seeking appropriate sign off
- Be aware of the national news agenda, identifying opportunities or bringing issues to the attention of the Director of Fundraising, Marketing and Communications as appropriate
- Manage the out-of-hours media phone

### Secure and manage relationships with high profile supporters to increase visibility of the charity

- Galvanise targeted high-profile celebrity and influencer support from initial stewardship to the development of beneficial relationships
- Manage photo and video shoots and PR events as required
- Work with the FMC team to maximise opportunities from influencer support

### Manage our brand

- Manage the brand, authorising materials and publications arising from other teams, updating guidelines as required and advising all teams on compliance
- Undertake appropriate crisis communications and reputation management processes as required
- Maintain the organisation's asset library

# DELIVERABLES (CONTINUED)

## Utilise the CRM database

- Utilise the CRM system to manage and steward relationships with journalists, celebrity supporters and influencers as required.

## Monitoring and evaluation to foster continual improvement

- Monitor, evaluate and regularly report on the effectiveness of PR output for senior colleagues, identifying recommendations for continual improvement
- Contribute to ongoing reviews and evaluation of whether Animal Free Research UK is reaching the right audiences and is achieving its communications goals

## Continual personal professional development of competency, knowledge and skills

- Participate in training to develop skills, knowledge and service standards
- Act in line with the charity's competency framework
- Seek and act upon feedback from colleagues

## Uphold compliance, safety and security commitments through adherence to and championing of policy, procedures and development requirements

- Ensure adherence with IT and data handling policies and compliance with relevant regulations of self and by the team
- Keep up to date with procedural, technical and IT developments relating to the role

# PERSON SPECIFICATION

## Qualifications & professional attainments:

### Essential

- Educated to degree level or equivalent through experience

### Desirable

- PR and/or media training and professional qualifications or equivalent through experience

# PERSON SPECIFICATION (CONTINUED)

## Technical skills

### Essential

- Proven experience of successfully coordinating a busy media office, securing high profile coverage
- Proven experience of stewarding relationships with journalists, celebrities and influencers
- Experience of writing effective press releases and editorial and generating positive media coverage across a broad range of issues from science, research, policy and/or regulation to consumer lifestyle
- Excellent copywriting skills, including the ability to work to a brief, simplify complex information and tailor output to meet the needs of different audiences and channels
- Experience of delivering successful multi-channel PR campaigns to increase audience awareness and engagement
- Experience of producing relevant reports and dashboards for senior colleagues, with appropriate recommendations

### Desirable

- Experience of using WordPress and Donorfy

## Competencies/characteristics

### Essential

- Commitment to animal protection and the aims and objectives of Animal Free Research UK
- A positive self-starter who is confident and enthusiastic about developing relationships with celebrities, journalists and influencers to build the charity's profile
- Excellent communications and relational skills, including the ability to build and maintain positive relationships with stakeholders, suppliers and colleagues in different disciplines across the charity
- Demonstrable awareness of how to represent the charity appropriately to engage diverse B2C and B2B audiences
- A positive and flexible approach to work and willingness to travel and work unsociable hours as necessary including responsibility for the out-of-hours media mobile phone
- Strong and proven organisational skills with the ability to handle multiple priorities and work to tight deadlines
- Ability to think quickly and to command the respect of journalists and editors
- Understanding of and ability to work within the relevant regulatory frameworks

# SELECTION CRITERIA

- Ability to build and steward productive relationships with celebrities, journalists and influencers
- Experience of securing positive B2C and B2B media coverage to increase brand/ cause visibility
- Experience of developing and implementing a successful PR plan
- Excellent written communications skills; experience of simplifying complex information and writing compelling press releases
- Experience of delivering engaging PR campaigns to increase target audience awareness
- Knowledge of how to target PR activities to secure appropriate coverage for the charity
- Experience of successfully managing a media desk
- Understanding of how to harness the current news agenda to secure positive coverage

## HOW TO APPLY

Please send your CV and cover letter (2 sides) to:

[recruitment@animalfreeresearchuk.org](mailto:recruitment@animalfreeresearchuk.org)

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If you have any questions in regards to the role, please contact:

[recruitment@animalfreeresearchuk.org](mailto:recruitment@animalfreeresearchuk.org)

