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| **Jack Petchey Foundation** Job Description |

Job Title: Communications and PR Officer

**Responsible to**: Head of Communications and PR

## **Location**: Jack Petchey Foundation, Dockmaster’s House, 1 Hertsmere Rd, London, E14 8JJ (Canary Wharf area)

**Background**

The Jack Petchey Foundation is a dynamic organisation established in 1999 by Sir Jack Petchey CBE to inspire and motivate young people and recognise them for their achievements. The Foundation has invested over £124 million in young people across London and Essex.

The Foundation has a strong commitment to ensuring that young people are at the centre of our work, that their voices are heard, their views communicated and their leadership supported. This is an exciting time to join the Foundation, as we embark on a new three-year strategy which seeks to ensure that young people across London and Essex are recognised for their achievements and supported to be the best that they can be.

**The Role:**

Our new Communications and PR Officer will aim to amplify all of the great things the Foundation does but also more importantly ensure PR and Communications is a vehicle to help deliver our mission of inspiring and motivating young people to become achievers and valuable members of society.

We want to be the voice of young people in London and Essex. We want to provide them with the tools, resources, contacts and services that empower them to do great things.

This is an exciting role for the right person who has the energy, creativity and ambition to develop and deliver fun, engaging and effective communications.

**Primary Duties:**

**Delivering the mission of JPF using Sir Jack’s story and inspiring young people:**

1. Raise aspirations by releasing “good news” stories about young people’s achievements to the press in a strategic manner. Interview, write and release stories via web/social media and press contacts. This will include weekly case studies for our website.
2. Review the process for engagement with Jack Petchey Foundation Achievement Award winners utilising our extensive database. Consider how we can improve sign up rates, highlight opportunities for achievers and develop a strategy for communicating with them.
3. Help to monitor news stories about young people and JPF and proactively respond to highlight our opportunities and work.

**PR:**

1. Take a lead role in writing and distributing press releases about our celebration events and support events through social media to highlight the achievements of young people.
2. Manage the day-to-day relationship with a media partner supporting our awards events.
3. Build/update media lists to ensure JPF can release timely and relevant stories and maintain a library system of press cuttings
4. Liaise with JPF staff and external partners to identify news stories of media interest and new content for the website.

**Social Media and website:**

1. Review and develop our social media strategy, making recommendations to the Head of Communications and PR on how we can engage more with our target audiences including young people. Implement plans and develop social media channels as agreed.
2. Work with staff to produce more film content for the website and social media.
3. Add content to our website about our events and programmes and support these through social media.

**Reporting:**

1. Produce monthly reports on PR, website and social media following an agreed evaluation and reporting process.

**Other:**

1. Work with the Head of Communications and PR on a refresh of JPF branding.
2. Work with a film maker and take a lead role driving the production of a new presentation film about JPF.
3. Assist with JPF Newsletters and design/content of other publications when needed.
4. You will also work at all times within the policies, procedures and values of JPF in particular Child Protection, Health and Safety, Data Protection and Publicity Consent policies.

These are the normal duties which the charity requires from the position. However, it is necessary for all staff to be flexible and all employees will be required from time to time to perform other duties as may be required by JPF.

Terms and Conditions

**Office Base:**  Dockmaster’s House, 1 Hertsmere Rd, London, E14 8JJ (Canary Wharf area).

**Hours**: Office hours are 9am – 5.30pm (1 hour for lunch). However, it is expected that the postholder will need to work some evenings and weekends for which time off in lieu will be given.

**Salary:** c£25K salary (including bonus) depending on experience

**Pension:** If the post holder is over 21 they will be auto-enrolled into the JPF pension scheme but may request to be removed.

**Employee Benefits**: Additional benefits after 6 months’ employment and successful completion of the probationary period include:

* Private healthcare insurance with discounted gym membership
* Cycle to Work scheme

**Learning & Development:** JPF is committed to developing all staff and has a comprehensive Learning and Development Policy

**Travel & Expenses:** When on JPF business travel expenses will be paid at public transport rate or 45p a mile if car used for business.

**Annual Leave:** 28 days including public holidays over a year pro rata. Occasional additional days may be offered over the Christmas/New year period.

**DBS:** The post involves work with children/young people. The post holder will therefore be required to have an enhanced DBS check.

**Start/Length of Contract** Permanent.

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| **Jack Petchey Foundation****Person Specification** |

These skills must be demonstrated at: Interview (I), in the Application (A) and/or in a Test (T)

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|  | **Essential** | **Desirable but not essential** |
| **Education Level** | * Degree level education (A) | * PR/Marketing Degree or equivalent (A) |
| **Knowledge/Skills** | * Excellent English and writing skills (I, T) * Excellent interpersonal and presentation skills (A, I) * Ability to work on own initiative and self-manage tasks (A, I) * Attention to detail (T) * Ability to manage multiple tasks and prioritise time (I, T) * Ability to think creatively (A, I) * Knowledge of Microsoft Office Suite (T) * Excellent knowledge of key social media platforms including Twitter, Facebook, Instagram and YouTube (I, T) | * Knowledge of the third sector/youth organisations (A) * Knowledge of coding or Content Management Systems (CMS) (A) |
| **Experience** | * Dealing with journalists and gaining local and/or national/regional media coverage (A, I) * Planning and delivering set projects within agreed deadlines (A, I) * Work on an online campaign either in the workplace or elsewhere and delivery of engaging social media content (A, I) * Work on publications (internal or external) (A, I) * Working in a team (I) | * More than one year’s experience in a PR/Comms role (A) * Work on marketing (A) * Work with young people (paid or unpaid) (A, I) * Working for charity/non-profit organisation (A, I) * Work on a film project (A) * Preparing reports for management (A) |

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| **Personal**  **Attributes** | * Commitment to the vision, mission and values of the Jack Petchey Foundation (A, I) * Enthusiasm and a willingness to take on new challenges (I) * Willingness to give/receive feedback and learn from experience (I) * An understanding and commitment to promote opportunity for all (I) * Respect for diversity (I) * Ability to communicate with young people (I) * Understanding of professional boundaries (I) * Honesty and integrity (I) * Prepared to travel as required (I) |

Candidates are selected on the merits of their application – please demonstrate how you meet the above person specification in your application.