



Job Title	Media & Communications Manager
Division	Supporting Britain's Bravest
Location	Aylesford, Kent
Reporting To	Head of Marketing

Main Purpose of the Job

The successful candidate will be required to lead on all PR activity, including liaising with press and agencies, sourcing case studies and creating video content, to enhance RBLI's profile and reputation at both local and national levels.

This role is also important in the planning and implementation of our communications strategy incorporating written communications for staff, beneficiaries, village residents and major stakeholders.

As part of a varied organisation you will need to develop relationships both inside and outside the Charity, undertaking tasks with a focus on ensuring we effectively communicate RBLI's impact in line with supporting our strategy.

Your Key Responsibilities

- Create and implement PR plans supporting all divisions of the charity, including sending out press releases, briefing media interviews, managing agency involvement, etc.
- Monitor relevant media to identify opportunities as well as managing reactive media requests.
- Develop and execute chief executive communications to engage with staff, beneficiaries, village residents and major stakeholders.
- Build relationships with beneficiaries and proactively source case studies.
- Produce regular content including articles, press releases, photos and videos highlighting key activities.
- Lead on and create the organisation's annual social impact report and monthly newsletter.
- Increase awareness of RBLI, the charity's work, brand and impact to increase our reach and strengthen the organisation's strategic objectives.
- Ensure key messages are delivered in a well-timed and effective manner while maintaining brand guidelines and consistency with values and objectives.

Personal Attributes

- You will have a passion for communication, always thinking of different ways to spread the word about RBLI.
- You will have exceptional written and verbal communication skills.
- You will be someone who can comfortably liaise with a diverse range of internal and external stakeholders, as well as beneficiaries.
- You will be able to convey a wide variety of messages to various audiences, in a succinct and digestible manner.
- You will maintain a personable and adaptable approach to work, where our beneficiaries are always at the forefront of mind.

<ul style="list-style-type: none"> • You will have strong multi-tasking capabilities and be able to thrive under pressure and when working to deadlines. • You will be self-motivated, enthusiastic and able to work independently on your own initiative. 	
ESSENTIAL REQUIREMENTS	DESIRABLE REQUIREMENTS
<ul style="list-style-type: none"> • Minimum of two years' experience in a PR/communications role. • An understanding of local and national broadcast as well as print media. • Demonstrable experience of successful working within a PR/media environment. • Experience delivering successful internal communications campaigns. • Proficiency in Adobe Creative Suite, and video editing software. 	<ul style="list-style-type: none"> • A PR/journalism/ communications qualification. • An interest or skills in photography/videography. • An understanding of podcasts. • Experience working with external agencies.

Note: This job description is a general guide to the above role and is not indicative of all the activities and functions of the jobholder which may vary from time to time according to the needs of the business and as instructed by the nominated Line Manager.