

## PR and Communications Assistant

### Role overview and job description

**Are you a talented writer with a passion for storytelling and making a real difference?**

Acorns Children's Hospice is looking for a Communications Assistant to join our Communications team. This is a hands-on role offering a rare opportunity to gain practical experience supporting media relations, storytelling, internal and external communications, fundraising and campaign activity.

#### About this role

As PR and Communications Assistant for the largest children's hospice in the UK, you will play an **important part in how the public understands Acorns**, helping to share the impact of our care, amplify the voices of the children and families we support, and ensure our fundraising and campaigns reach and engage the right audiences.

You will also help maintain our reputation as one of the **West Midlands' most trusted and best-loved charities**, supporting proactive media relations, internal communications, and external affairs activity, including campaign support and MP engagement.

This role provides exposure to **various aspects of communications**, giving you the chance to develop your skills while helping to positively impact children with short lives and make Acorns work visible, understood and supported across the community.

This is an **exciting opportunity to bring your creativity, energy and talent** to one of the region's biggest charities. If you're passionate about using your skills to make a real difference and help seriously ill children and their families get the care and support they deserve, we'd love to hear from you.

#### Your team

You will be part of Acorns talented Communications team, sitting within the highly-skilled Marketing and Communications department.


## Job Description

**Job Title:** PR and Communications Assistant  
**Reports to:** Senior PR and Communications Manager

### KEY ACCOUNTABILITIES:

- > **Support delivery of communications plans:** Assist the Senior PR and Communications Manager in implementing agreed internal and external communications activity that aligns with organisational objectives, brand guidelines, and values.
- > **Media and stakeholder engagement:** Support media relations and external affairs activity, including responding to media enquiries, coordinating spokespeople, building journalist relationships, and assisting with MP engagement, lobbying, and sector campaigns.
- > **Internal Communications:** Help deliver internal communications to keep colleagues informed and engaged, including newsletters, intranet updates, emails, and Town Hall communications.
- > **Storytelling:** Draft and help produce case studies, press releases, internal articles, newsletters, and campaign content to demonstrate the impact of Acorns care and support fundraising, awareness, and engagement objectives.
- > **Reporting and analysis:** Contribute to reports on communications activity, media coverage, campaign outcomes, and other relevant metrics to provide insights to senior managers and support continuous improvement.

### MAIN DUTIES:

1. Assist the Senior PR and Communications Manager in delivering agreed communications plans in line with organisational objectives.
  2. Support internal and external communications activities, ensuring all output aligns with Acorns brand and values.
  3. Draft and help produce case studies, press releases, internal articles, newsletters, and campaign content.
  4. Support media relations activity, including responding to enquiries, coordinating spokespeople, and building relationships with journalists.
  5. Monitor media coverage and communications channels to identify opportunities for engagement.
  6. Help deliver communications linked to fundraising campaigns, events, and flagship activities.
  7. Assist in internal communications to keep colleagues informed and connected through newsletters, intranet updates, emails, and Town Hall communications.
  8. Support External Affairs activity, including MP engagement, lobbying, and sector campaigning.
  9. Contribute to reports on communications activity, coverage, and outcomes for senior managers.
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### **Best Practice**

1. Attend internal and external meetings as required to provide practical and administrative support.
2. Using excellent attention to detail, deliver all work accurately, ensuring copy is proofread, edited and signed off appropriately.
3. Prioritise the needs of children, young people and families in all communications work.
4. Contribute ideas, share good practice, and keep up to date with developments in communications.
5. Carry out any other reasonable duties requested by your line manager.
6. Comply with Acorns policies on diversity, equal opportunities, safeguarding, health and safety, and information governance.
7. Participate in annual Performance Reviews and undertake training to develop skills and effectiveness in the role.

Acorns adheres to the United Nations Convention on the Rights of the Child. As an employee you will be a Duty Bearer for Children's Rights and support all children to be Rights Holders.

## Person Specification

	ESSENTIAL	DESIRABLE
Qualifications	Good standard of education in relation to writing, spelling, punctuation and grammar, ideally to A level standard, particularly in English. Willingness to train and develop in communications	Degree in marketing, PR, media, communications or similar OR equivalent experience (e.g NQJ in Journalism). CIPR or other communications/PR qualification
Experience	Experience writing copy for articles, newsletters Experience supporting projects / campaigns with multiple stakeholders Experience working to deadline Experience collaborating with colleagues across teams	Experience of PR or communications in a charity or non-profit organisation. Experience supporting media relations or external affairs activity Experience in internal communications Experience using reporting systems or analytics to improve and inform outcomes
Skills	Excellent written and verbal communications skills Strong administrative and organisational skills Attention to detail Excellent copywriting and proof-reading Good verbal communication skills Proficient in Microsoft Office Suite	Proficiency using content management systems, intranet platforms, websites, and e-marketing tools Basic understanding of media relations principles
Abilities	Ability to work independently and as part of a team Ability to build positive relationships with colleagues and external stakeholders Ability to manage confidential information appropriately Ability to prioritise work and meet deadlines	Support campaign planning and scheduling Adapt communication style to suit different audiences Willingness to learn and use new communication tools Flexible and proactive approach to tasks and challenges
Special Conditions	An affinity with our cause Commitment to our Vision, Purpose and Values Willingness to train and learn new skills Willingness and ability to travel independently throughout the organisation Willingness to work outside agreed hours as required	



## Terms and Conditions of Employment

<b>Position:</b>	PR and Communications Assistant
<b>Reporting to:</b>	Senior PR and Communications Manager
<b>Location:</b>	Hybrid working
<b>Salary:</b>	£28,000 to £30,000 per annum
<b>Notice:</b>	8 weeks
<b>Hours:</b>	37.5 hours per week
<b>Holidays:</b>	27 days plus statutory bank holidays
<b>Pension:</b>	Contribution to Group Personal Pension Plan or NHS Pension Scheme (if already in scheme)
<b>Life Assurance:</b>	Acorns Group Life Assurance Scheme or NHS Pension Scheme Life Assurance