



# PR and External Communications Officer

## Job Description

**Job title:** PR and External Communications Officer  
**Responsible to:** Senior PR and Communications Manager

### Job Purpose

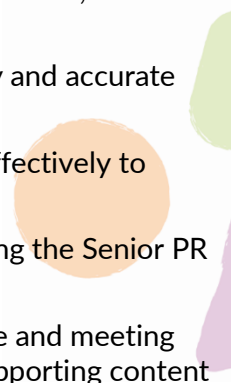
To bring Acorns work to life for the public, using effective media relations, powerful storytelling and compelling external communications to showcase our pioneering children's hospice care and the vital role of fundraising. You will amplify families' voices and deepen public understanding of our care and the need for voluntary income. You will help strengthen Acorns reputation as one of the West Midlands' leading charities and a charity of choice. Through this work, you will increase brand awareness and extend our reach across the region and beyond, delivering communications that advance our strategic priorities.


### Key objectives

- > Deliver high-quality media relations and storytelling activity that supports Acorns reputation, visibility, fundraising story and engagement objectives in line with the organisational strategy and its goals.
- > Translate agreed communications priorities into clear, compelling and timely outputs across media and other channels, consistent with Acorns tone of voice, style, and brand.
- > Support wider communications activity, including internal and social media communications as reasonably required, ensuring consistency of messaging, brand values and style, and contributing to agreed public-facing campaigns as required.
- > Raise awareness of Acorns work and impact, extending the charity's reach across the region and beyond through compelling communications.

### Main duties and responsibilities

#### Media relations and external communications

- > Deliver agreed media relations and external communications activity, including drafting press releases, statements and creating story packs and supporting materials, aligned with Acorns organisational priorities and brand voice.
  - > Support proactive and reactive engagement with journalists, editors, producers, and relevant external stakeholders.
  - > Maintain professional relationships with media contacts, providing timely and accurate information.
  - > Assist in identifying, briefing, and supporting spokespeople to respond effectively to media enquiries.
  - > Contribute to issues management and reputational risk activity, supporting the Senior PR and Communications Manager in line with AIMS policy and procedure.
  - > Actively engage with colleagues, children and families (where appropriate and meeting full compliance) to capture conversation-led case studies, stories, and supporting content
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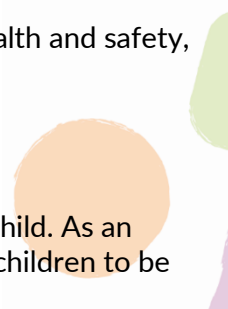
(photos/videos) that demonstrate the impact of Acorns care, telling our fundraising story across all income streams, and working sensitively with families and colleagues to secure consent and approval.

- > Produce supporting content for media and other external audiences, including short-form copy, imagery and video clips, ensuring outputs are consistent with Acorns tone, style, safeguarding requirements, and brand guidelines.
- > Support the exploration and delivery of new and emerging external communications channels, helping Acorns reach wider audiences and share our stories in innovative ways.

### Monitoring, reporting and insight

- > Monitor communications activity and media coverage using agreed tools and processes.
- > Contribute to the collation of reports and insight for senior managers, helping to inform evaluation of communications impact.
- > Share learning, good practice and practical improvements to delivery across the team.

### Additional responsibilities

- > Support internal communications as reasonably required, including drafting updates, news items, and other content to keep colleagues informed and aligned, consistent with Acorns internal tone of voice and style.
  - > Provide practical support to social media activity where reasonably required, including scheduling post, engaging with audiences and gathering multi-channel content.
  - > Develop effective working relationships across the organisation to support the delivery of agreed communications activity.
  - > Attend internal and external meetings as required.
  - > Act as an ambassador for Acorns, enhancing the charity's reputation through professional conduct and teamwork.
  - > To contribute to Acorns fundraising aims by raising awareness with your stakeholder groups about how vital fundraising is to the charity's mission and sharing opportunities for fundraising support
  - > Put the needs and interests of Acorns children, young people, and their families first in all aspects of work.
  - > Participate fully in performance and development reviews, training, and development activities.
  - > Ensure compliance with Acorns policies relating to diversity, equality, health and safety, information governance, and safeguarding.
  - > Carry out any other reasonable duties as requested by the line manager.
  - > Children's rights statement
  - > 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.
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## Person Specification - PR and External Communications Officer

	ESSENTIAL	DESIRABLE
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>&gt; Degree or equivalent qualification in journalism, PR or communications (degree level, CIPR, NCTJ, etc.)</li> <li>&gt; Standard English language qualification (e.g. GCSE)</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Professional membership</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>&gt; Experience in communications, PR, journalism or marketing either in-house or agency</li> <li>&gt; Experience working in a fast-paced environment</li> <li>&gt; Experience working on multiple projects and to tight deadlines</li> <li>&gt; Experience writing for different mediums – e.g. digital and print</li> <li>&gt; Experience writing for different audiences</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Experience of voluntary sector</li> <li>&gt; Experience communicating about charity services and fundraising</li> <li>&gt; Experience in representing organisations to external/third parties</li> <li>&gt; Experience of media relations</li> </ul>
<b>Skills &amp; Abilities</b>	<ul style="list-style-type: none"> <li>&gt; Excellent writing and proofreading skills, including attention to detail</li> <li>&gt; Self-motivated and able to work effectively both independently and as part of a team</li> <li>&gt; Strong communication and inter-personal skills.</li> <li>&gt; Confident in building and maintaining relationships at every level of an organisation</li> <li>&gt; Excellent time management and organisational skills, with the ability to work across multiple and complex projects.</li> <li>&gt; Proactive attitude and problem-solving ability.</li> <li>&gt; Ability to travel independently across the Acorns region</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Highly ICT literate (365 preferable)</li> <li>&gt; Project management skills</li> <li>&gt; Ability to analyse and present data e.g. compiling media coverage reports</li> <li>&gt; Negotiating skills</li> <li>&gt; Familiarity with CMS such as WordPress and Sharepoint</li> <li>&gt; Knowledge of communications and marketing best practice</li> <li>&gt; Ability to use photo and video editing software</li> </ul>
<b>Behaviours</b>	<ul style="list-style-type: none"> <li>&gt; Will challenge the status quo</li> <li>&gt; Positive, enthusiastic approach &amp; can-do attitude</li> <li>&gt; Curious, always seeking to understand and improve experience of customers</li> <li>&gt; Open to change and continuous improvement</li> <li>&gt; Innovative mindset and passionate about learning</li> <li>&gt; Commitment to the Acorns strategy &amp; its success</li> </ul>	
<b>Other</b>	<ul style="list-style-type: none"> <li>&gt; Commitment to equal opportunities.</li> <li>&gt; Ability to be flexible and cover team colleagues</li> <li>&gt; Willingness to work outside agreed hours when required.</li> <li>&gt; Willingness to train and learn new skills</li> </ul>	



## Terms and Conditions of Employment

<b>Job Title:</b>	PR and External Communications Officer
<b>Responsible To:</b>	Senior PR and Communications Manager
<b>Location:</b>	Nearest Acorns Hospice (Birmingham, Walsall or Worcester)
<b>Salary:</b>	£32,000 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 cover (if already in scheme)

All terms and conditions will be detailed in writing together with Employee Handbook which must be read and observed.

