

JOB DESCRIPTION

PR Coordinator

Background | As a member of the Royal Osteoporosis Society team, your role exists to work with colleagues to ensure better bone health for everybody and help people to live well with osteoporosis.

Our vision | Strong and healthy bones for life.

Our purpose | We transform lives and society by leading the effort to improve bone health and defeat osteoporosis.

Our goals:

- To drive fracture prevention amongst people who are at high risk.
- Quicker diagnosis and better ongoing care, wherever people live.
- To support more people live well with osteoporosis.

We have four guiding values:

We're Bold | We fearlessly stand up for and give a voice to people who need us.

We're Focused | We concentrate on where we can make the biggest difference.

We're Collaborative | We work as one team and embrace partners to change society together.

We have Integrity | You can trust us to do what we say we will.

We have eight supporting **beliefs** which guide every decision you make on behalf of the ROS and, in turn, the way we live our values.

We believe:

- We put our beneficiaries at the heart of everything we do
- In spending every £1 wisely
- We are the collective voice of people with osteoporosis
- We are the recognised experts in osteoporosis and bone health
- We have the knowledge and influence to change policy and healthcare systems
- Asking for money is vital
- We can achieve more together than on our own
- Everyone with osteoporosis should be able to live well and manage their conditions in ways that best meet their needs

JOB DESCRIPTION

PR Coordinator

The Role

Working in the Marketing and Communications team, this role is responsible for supporting and delivering the charity's media activity.

Reporting to the Media and Communications Manager, the PR Coordinator will be responsible for the day-to-day coordination of our press office and delivery of media work.

Duties and responsibilities

- Day-to-day coordination of the press office, responding to incoming media enquiries promptly and effectively.
- Conduct daily media monitoring, identifying and actioning opportunities for coverage.
- Create content for press releases, op-eds, features, blogs and website news stories.
- Communicate with journalists and media stakeholders to maintain relationships.
- Liaise with spokespeople to arrange placements in print, broadcast and online media.
- Manage the case study database, including sourcing and interviewing participants, handling media requests and stewarding relationships.
- Contribute to proactive forward planning for media activity.
- Deliver regular media reporting and evaluation of media campaigns across print and digital channels.
- Support the delivery and evaluation of media activity in integrated communications campaigns such as World Osteoporosis Day.
- Support with the development and coordination of assets including contributing to the media library.
- Develop digital content for the website and social media channels to support the wider team.

Person Specification

Essential

1. Experience of working in a national charity press office, agency or other in-house team responding to media enquiries
2. Strong written and verbal communications skills including experience of drafting press releases, features, statements and other written content
3. Excellent interpersonal skills and the ability to successfully maintain relationships with journalists, spokespeople and case studies
4. Good understanding of media tactics and experience of forward planning
5. Experience selling in media work
6. Creative flair, a can-do attitude and innovative approach
7. Able to handle and interpret data to identify trends and opportunities
8. Organised approach with the ability to coordinate a busy workload with competing priorities effectively
9. Working knowledge of digital platforms including media monitoring portals, website CMS and social media.
10. Good brand awareness
11. Good working knowledge of MS Office including Teams (Word, Excel, PowerPoint, Outlook)

Desirable

1. Knowledge and understanding of health or charity sector.

The Royal Osteoporosis Society operates an Equal Opportunities Policy and does not discriminate on the grounds of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race (including colour, nationality, and ethnic or national origin), religion or belief, sex (gender) and sexual orientation.