



## Job Description

**JOB PROFILE:** PR & Policy Education Officer (Maternity Cover)

**RESPONSIBLE TO:** Senior Education Officer/ Director of Education and Media

### **Main purposes of the Job:**

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1. Promote the mission and work of Life through effective use of social and traditional media and direct interpersonal communication.
2. Provide accurate consistent communication with journalists, students, young people and community groups about the work of Life and 'life' issues.

### **Key Areas:**

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#### **Education:**

1. Organising and carrying out Life Education work at primary, secondary and tertiary levels, including Sixth Form and University.
2. Make regular written contact with schools, colleges and other educational establishments to inform them about Life Education.
3. Comply with all Life Education quality systems
4. Network on a regular basis with teachers and others involved in education to promote, and widen the knowledge and understanding of all services
5. Regularly attend, encourage participation and contribute towards the Education team meetings.
6. Maintain open dialogue with the Director of Education and Media reporting as requested
7. Present a professional and united front in support of colleagues to uphold the aims of the charity.

#### **PR / Policy:**

1. Pro-active work with the media and the Life media team to raise the charity's profile and strengthen its brand.
2. As an active member of the media team you will:
  - Identify breaking stories / Pre-empt stories.

- Operate within PR quality systems
  - Write press releases and submissions to relevant consultations
3. Actively use and develop the use of social media within the charity by staff and volunteers.
  4. Ensure all work undertaken meets agreed standards and targets and follows the Charity's policies and procedures.
  5. Work with colleagues' charity-wide to contribute to a team approach in providing a high-quality, consistent service.
  6. Complete daily tasks in line with the Charity's policies and procedures.
  7. Abide by and take responsibility for the implementation of Life's Equality Policy in all aspects of service delivery and working practice.
  8. Contribute positively to identifying and developing service improvements which respond to diversity issue.
  9. Attend weekly media calls and discussions of media policy.

### **Personal Responsibilities**

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1. The post holder must assume responsibility for their own professional and personal development (supported by Life where appropriate) to ensure their continuing competence to deliver Life's requirements.
2. A key component of development is being fully aware of regulatory and legal requirements impacting on operational services and ensuring that all staff within those services, including the Operations Team, are aware of and deliver their individual responsibilities.

### **Safeguarding Children & Vulnerable Adults**

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Safeguarding is everyone's responsibility and all employees are required to act in such a way that at all times safeguards the health and wellbeing of children and vulnerable adults. Familiarisation with, and adherence to, the appropriate organisational Safeguarding Policies and any associated guidance is an essential requirement of all employees as is participation in related mandatory/statutory training. All employees must ensure that they understand and act in accordance with this clause. If you do not understand exactly how this clause relates to you personally then you must ensure that you seek clarification from your immediate manager as a matter of urgency. Equally, all managers have a responsibility to ensure that their team members understand their individual responsibilities with regard to Safeguarding Children and Vulnerable Adults.

## **Corporate Behaviours**

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### **All staff will be expected to:**

Work with the charity's aims and objectives, upholding its vision and mission.  
Demonstrate respect for others and value diversity  
Act responsibly in regard to the health and safety of themselves and others  
Focus on the service user and customer, both internally and externally, at all times  
Make an active contribution to developing the service  
Learn from, and share experience and knowledge  
Keep others informed of issues of importance and relevance  
Consciously review mistakes and successes to improve performance  
Act as an ambassador for the Charity and maintain the highest professional standards at all times  
Use discretion and sensitivity and be aware of issues requiring total customer confidentiality  
Demonstrate a flexible approach to their work.

### **In addition, all managers and supervisors will commit to:**

Value and recognise ideas and the contribution of all team members  
Coach individuals and teams to perform to the best of their ability  
Delegate work to develop individuals in their roles and realise their potential performance  
Provide support, feedback and guidance to all team members  
Encourage their team to achieve work/personal life balance.

This job description is not necessarily an exhaustive list of duties but is intended to reflect a range of duties the post holder will perform. The job description will be reviewed regularly and may be changed in light of experience and/or organisational requirements, and in consultation with the post holder.

## Post Title: PR & Policy, Education Officer

Personal skill characteristics	Essential (Tick)	Desirable (Tick)
<b>Character</b>		
Commitment to the vision and values of the charity	✓	
Driven, self motivated with commitment to succeed	✓	
<b>Leadership</b>		
Possessing the authority, presence and integrity to command respect from colleagues within the Charity, and from external contacts.	✓	
<b>Communication</b>		
Strong written and verbal communication skills	✓	
Willingness to promote the Charity to a wide range of individuals and external contacts.	✓	
Ability to communicate effectively with supporters, service users, colleagues and volunteers	✓	
Experience of communicating with national media		✓
Confident Speaker in various media's	✓	
Experience and knowledge of the use of social media (Twitter, Facebook and Instagram in particular).	✓	
Ability to create memes and posters for social media		✓
<b>Information Technology</b>		
Basic computer skills and knowledge of Microsoft Office	✓	
Research internet for news stories, journals and other information	✓	
<b>Initiative / innovation</b>		
Experience of contributing to new strategic aims		✓
Experience in translating strategic aims into operational delivery.	✓	