



Press & PR Manager

Candidate Information Pack

April 2024

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Introduction



This is an exciting time to join UK-Med. We have expanded significantly over the last few years and have an ambitious strategy in place for growth.

The world is experiencing an unprecedented level of humanitarian need. Natural disasters, disease outbreaks and conflict can hit at any time. The people affected are often the poorest and most vulnerable and the health problems they experience post-disaster are long-lasting. We believe that they deserve the highest quality emergency medical aid. We seek to save lives, but also to build resilient health systems so that people can lead healthy lives in the future.

At UK-Med, we work together to:

- **Respond** rapidly to emergencies, delivering the expertise needed to support local health services and save people's lives.
- **Prepare** health staff through training and capacity building, enabling health services to be better prepared for emergencies.
- **Learn** and share learning worldwide through our academic partners, ensuring patients get the best care.

This is a pivotal time in our history to join UK-Med. At the end of February 2022, we received the first of many calls asking for help with the crisis in Ukraine. We now have programmes across Ukraine including surgical support, health clinics, and emergency preparedness training. More than 20,000 people have already received direct support or training from UK-Med as a result.

In June 2022, we were awarded EMT (Emergency Medical Team) status by the World Health Organization. A month later, we were formally appointed to provide EMT services for the UK government. As such we are at the front line of the Foreign, Commonwealth and Development Office's response to humanitarian crisis and can also respond to any crisis, anywhere in the world, under our own banner.

We are very excited about our plans and hope you will join us on this extraordinary journey.

David Wightwick

UK-Med Chief Executive Officer

Advert

Role:	Press and PR Manager
Remuneration:	Up to £41,000 GBP gross annual (pro-rated based on a full-time equivalent salary, and dependent on experience)
Duration:	Permanent
Hours:	This role is available as both a full time and part time role, but the candidate must be available for at least 3 days a week, with the expectation of flexibility in emergencies. The salary is up to GBP £41,000 gross annually, pro-rated based on a full-time equivalent, and dependent on experience.
Location:	UK-Med Office, Manchester, UK (hybrid working available)

Are you an experienced Press & PR Manager with extensive experience in media relations that has the capability to increase the visibility of our campaigns and expand our audiences?

UK-Med is a frontline medical aid charity. Born of the NHS, we've been working for over 30 years towards a world where everyone has the healthcare they need when crises or disasters hit.

We are looking for a proactive and energetic media professional with a great eye for a story.

When emergencies happen, we get expert health teams to where they're needed fast. You will be at the heart of telling our incredible story – securing media coverage in response to global events.

Our strategy is to become the 'go to' emergency health charity for supporters, donors and the media when disasters and emergencies strike. We have ambitious plans to reach and engage larger audiences to support our life-saving work.

In the past 12 months we have received substantial media attention for our emergency work in Gaza, Ukraine, and Turkey. This includes features on primetime television such as BBC's The One Show, segments on national news, front page of national broadsheets, regular appearances on BBC Radio 4, and pieces in quality newspapers such as The Times and The Guardian.

You will work within the Fundraising and Communications directorate. We are small and ambitious team who has achieved significant success in driving profile and engagement to inspire support from the public.

We offer a competitive salary and benefits along with a friendly working environment and the opportunity to make a real difference through humanitarian work.

How to apply

To apply, please submit a current CV and a supporting letter (no more than 2 pages) that includes a detailed explanation of your suitability for this post with specific reference to the essential criteria in the person specification.

Applications must be submitted through our [online jobs portal](#) no later than **24th May 2024**

UK-Med is committed to safeguarding of our personnel and beneficiaries and has a zero-tolerance approach to sexual exploitation and abuse. We conduct thorough vetting before any appointment is confirmed.

UK-Med is committed to the principles of diversity, equality, and inclusion. We strive to provide an inclusive and supportive environment where employees feel respected and supported to be able to fulfil their potential.

About UK-Med

UK-Med (www.uk-med.org)

We train and deploy medical teams and specialists to save lives when epidemics, conflict and natural disasters hit. As disasters grow more frequent, severe and complex there has never been a greater need to respond quickly and effectively. We believe in a world prepared to help.

It started in 1988 with a team of eight Manchester clinicians led by our founder Tony Redmond, when a huge earthquake ripped through Armenia. Teams continued to deploy throughout the 1990's and 2000s, and when Ebola struck West Africa in 2014 UK-Med stepped up. We recruited and trained the one hundred and fifty UK clinicians who worked alongside local medical teams, other NGOs and DFID to bring the outbreak under control.

UK-Med has deployed teams to a range of countries and crises including Cape Verde, China, Gaza, Haiti, Bosnia and Herzegovina, Indonesia, Jordan, Kosovo, Pakistan, the Philippines, Sierra Leone and Bangladesh. Our teams have undertaken a range of work on deployment including general medical care, trauma and surgical care, outbreak response and training of local healthcare staff.

The UK EMT

The UK Emergency Medical Team (UK EMT) provides high quality emergency health care solutions in a range of humanitarian contexts on behalf of the UK Government. The programme is led by the Foreign, Commonwealth and Development Office (FCDO) and works under the guidelines of the WHO Classification and Minimum Standards for Medical Teams in sudden onset disasters. We recruit and train teams of UK-based clinicians, normally released for three weeks at a time by NHS employers. At any time, we have a team of sixty clinicians on call who are ready to respond to disasters anywhere in the world within twenty four hours.

We can respond following earthquakes, cyclones, hurricanes, disease outbreaks or to other humanitarian contexts. Depending on the needs, we might deploy individual personnel, small clinical or advisory teams, self-sufficient primary care facilities or a field hospital including surgical team and inpatient facilities.

UK-Med Vision, Mission and Values

Our Vision

A world where everyone has the healthcare they need when crises or disasters hit.

Our Mission

We save lives in emergencies.

When health services are overwhelmed, we get expert health staff to where they're needed fast.

We help communities prepare for future crises.

We Value:

Excellence

We set high standards for ourselves and the organisation. We strive to be outstanding in everything we do.

Determination

We have a can-do attitude and thrive on problem solving. No matter what the challenge, we explore all options so if there's a way we'll find it. We don't give up easily.

Compassion

We care about people. The health and wellbeing of our patients and our people is central to everything we do.

Learning

We believe in knowledge-sharing and giving people the means to develop their capabilities. We value learning and continual growth.

Collaboration

Working in partnership with stakeholders, communities and colleagues is key to the success of our work.

We respect the skills, knowledge and experience of those we work with and take care to listen and adapt to changes in need.

Job Description

Job Title	Press and PR Manager
Reports to	Director of Fundraising and Communications
Duration	Permanent
Hours	Part time - three to five days per week depending on the skills, experience, and preferences of the candidate with the expectation of flexibility in emergencies.
Place of work	UK-Med Office, Manchester, UK. (Hybrid working)
Purpose of role	
<p>As the Press and PR Manager, you will lead media and PR strategies to support communications, marketing, and brand development. Your responsibilities include creating impactful media plans for audience engagement and fundraising, especially during emergencies, and proactively generating human-interest stories and features to boost brand awareness. Additionally, you'll assist in broader PR tasks, manage reputation issues, and support the Patron and Ambassador program. This role is vital for enhancing the organization's profile and engagement.</p>	
Key responsibilities	
1	Deliver media coverage and PR activities to engage supporters and the public to inspire support.
2	Lead on building positive relationships with relevant media, journalists, influencers, and publications.
3	Proactively identify and create stories about our work including press releases, news notes, pitches, op-eds, human-interest stories and web stories.
4	Ensure our branding, tone of voice and key messages are consistently applied in all press materials and media content.
5	Manage and respond to all reactive media relations to international emergencies and other events relating to our activities. Respond to calls, emails, inquiries and written correspondence from journalists and other media contacts.
6	Support, coach and brief spokespeople and our medics in the field and HQ to undertake media interviews. Assist them with well-messaged media materials and advice. Identify training needs and implement media training as required.
7	Provide PR advice and support for issues and reputation management.
8	Monitor, record and evaluate coverage reporting back on media coverage for campaigns and appeals.
9	Work closely with the Director of Fundraising and Communications to support and implement the Ambassador and Patron programme and manage influencers to raise awareness and generate income.
10	Work with the Fundraising and Communications team to promote coordinated fundraising and PR campaigns.

11	Be on a rota to provide out of hours service for the media and in emergency planning situations, as directed by the Director of Fundraising and Communications.
12	Perform other duties as assigned.
Safeguarding	
Comply with and uphold UK-Med safeguarding policies (including child protection, prevention of sexual exploitation and abuse, bullying and harassment) and all Codes of Conduct.	
Report all possible breaches of policy or Codes of Conduct through the appropriate channels in a timely fashion.	
General duties	
To ensure and promote Equality, Diversity, and Inclusion (EDI) in line with UK-Med's EDI Policy.	
Comply with all financial and procurement policies and procedures, including those relating to anti-bribery, anti-terrorism, and anti-slavery.	
Support UK-Med's environmental policies and procedures, taking personal responsibility for contributing to reducing negative environmental impacts.	
Undertake training and comply with vetting requirements (including CRB / police checks, referencing) appropriate to the role as specified by UK-Med.	
Work within the security framework and subsequent rules and procedures put in place for the deployment depending on the context	
Treat all people including colleagues, patients and other beneficiaries, volunteers, partner staff and the general public with respect and ensure their dignity in interactions with you and UK-Med.	
Other tasks as might be required to ensure effective delivery of UK-Med / READY / projects and programmes of work.	

Person Specification

Press and PR Manager

Qualifications / Professional Memberships		
1	Educated to degree level in a relevant subject (e.g. English, communication, journalism, international relations or equivalent professional experience OR evidence of continual professional development relevant to the role purpose	Essential
2	Communication or International relations qualification	Desirable
Knowledge, Skills and Experience		
3	The ability to form a network of contacts among journalists, bloggers, social media influencers etc	Essential
4	Ability to organize and manage media events	Essential
5	Experience in press office function, journalism, or PR agency. Experience of briefing and supporting spokespeople for media interviews	Essential
6	Proven experience in a communications, PR or journalism role	Essential
7	The ability to write press releases and news reports	Essential
8	Understanding of press office function and media relations	Essential
9	Flexibility, resistance to stress and ability to perform in a high-paced working environment	Essential
10	Experience of acting as a spokesperson and giving media interviews	Essential
11	Demonstrable understanding of how media coverage can be achieved, particularly in the UK and with international media, and evidence of achieving this on behalf of an organisation.	Essential
12	Ability to communicate effectively and confidently with staff, external agencies, and the general public.	Essential
13	Ability to negotiate, persuade and influence. Ability to coach others in interview techniques and media work	Essential
14	The ability to manage a heavy workload and under pressure.	Essential
15	Experience in the Humanitarian sector	Desirable
16	Experience of Content Management Systems and Video editing for producing digital content.	Desirable
Personal Attributes		

15	Experience of living and working in an international setting (i.e. outside the UK and/or Europe), ideally in a conflict-affected or developing world context.	Essential
16	Knowledge of managing contract income in a way that optimizes compliance and generation of surplus overhead, and of the taxation implications of sourcing contract income in a non-profit organisation.	Essential
17	Highest standards of integrity.	Essential
18	Flexible, can-do attitude and good team player.	Essential
19	Excellent time and task management skills.	Essential
20	Excellent communication skills.	Essential
21	Excellent attention to detail.	Essential
22	Ability to work independently.	Essential
23	Flexibility in approach to working hours as may involve occasional out of hours work.	Essential
24	A commitment to own learning and development and willingness to undertake Continuing Professional Development.	Essential
Practical requirements		
25	Willingness to submit to medical and safeguarding checks required to ensure suitability	Essential
26	Willingness to work some weekends and evenings if required.	Essential
27	Willingness to deploy internationally with UK-Med as required.	Essential

Key terms and benefits

Salary:	£38,000 - £41,000 GBP gross annual (pro-rated based on a full-time equivalent salary, and dependent on experience)
Working hours:	Part time - three to five days per week depending on the skills, experience, and preferences of the candidate with the expectation of flexibility in emergencies.
Annual Leave:	25 days per year plus 8 public holidays.
Pension:	10% employer contribution with 5% employee contribution to a specific defined contribution scheme
Deployment:	You must be able to deploy anywhere in the world on short notice and agree to undertake medical assessments to confirm this fitness
Safeguarding:	To follow UK-Med safeguarding practices as required within the role.
Professional requirements:	Appropriate professional Qualification/Membership
Term of contract:	Permanent/Part time

UK-MED

Building a world
prepared to help