

JOB DESCRIPTION

Job Title:	Press and Communications Officer
Department:	Policy, Communications and Research
Reports to:	Head of Communications
Role type:	Fixed Term Contract, Full Time
Location:	London-based
Salary Range:	£29,000 – 31,500 per annum

ABOUT LLOYDS BANK FOUNDATION FOR ENGLAND AND WALES

We're an independent charitable trust funded by Lloyds Banking Group. We partner with small and local charities helping people overcome complex social issues such as mental health, homelessness and domestic abuse. Their size and understanding of the people and local communities they work with means they're able to make life-changing impact where others can't. But these charities are under-funded, under pressure and too often ignored.

That's why we're more than just a funder – we work in partnership with the charities we fund and others who share our vision.

We listen, understand and respond to charities, funding for core costs and providing developmental support to grow stronger and become more sustainable. We influence policy and practice to help charities thrive in the future and to address the causes and consequences of complex social issues.

ABOUT THE ROLE

To effectively communicate and promote the work of the Foundation and the charities we support to address complex social issues through proactive and reactive regular press activity.

You'll be an intuitive and energetic press officer with a hunger for achieving coverage of the inspiring work of the small and local charities we support. You'll play a vital role in helping us profile our brand, the work of the charities we support, and using the media and key influencers to lobby for political and social change around the issues that matter to them and us.

As an effective communicator, you will be able to write for different audiences and channels. You will be able to research and write press releases, quotes from key stakeholders, blogs, reports, opinion pieces and statements. Relationships are at the heart of this so you will have and build strong relationships with journalists and be the first port of call for media enquiries.

You'll work collaboratively with others to undertake and support all internal and external communications activities as required, including responding to ad-hoc enquiries and helping collect charity case studies to showcase the Foundation's impact.

As a leading corporate Foundation, determined to better support charities and tackle some of society's most complex social issues, you'll help us to raise the bar - finding creative ways to share and promote our own practice so that we can shape that of others. For more information on the Foundation and our work please see: www.lloydsbankfoundation.org.uk

CORE RESPONSIBILITIES AND ACCOUNTABILITIES

- Identify news hooks, media trends and opportunities for campaigns, and work these plans through from inception to delivery
- Research and write for different audiences from drafting press releases, providing quotes, blogs, editorials, reports and more
- Liaise with the small charities we fund, supporting them to secure media coverage and amplify key messages about their impact or campaigning work
- Plan and deliver communications support for events and report launches, in close collaboration with our policy and research colleagues
- Form strong relationships with journalists across the national, local and sector press, working collaboratively with them to create stories that are mutually beneficial
- Provide a core press office function, including being a first point of contact and responding to enquiries quickly and reliably
- Actively pursue opportunities for coverage, and monitor coverage and impact achieved, collating results and presenting reports
- Contribute creative ideas for multi-media content, helping develop films, blogs, vlogs or news stories for use on Foundation website, social media or elsewhere
- Liaise with the press office at Lloyds Banking Group to identify, develop and pursue opportunities to share and promote the work of their Foundation
- Write high quality oral and written communications briefing documents for Foundation spokespeople
- Maintain up-to-date media lists and an excellent knowledge of relevant publications
- Maintain an up-to-date crisis communications plan that could be implemented at a moment's notice and which effectively logs and manages reputational risk
- Work with internal and external partners on cross-organisational projects as required, representing the interests of the Foundation and taking responsibility for our part in Comms working groups
- Undertake all other duties as may reasonably be required

KEY SKILLS, COMPETENCIES AND EXPERIENCE

- Relevant experience of working in a busy Press Officer role within a communications team or agency
- Experience of delivering successful press campaigns that achieve coverage, and consequently impact

- Excellent written and verbal communication skills, effective at storytelling and copywriting for a range of audiences
- A professional manner, excellent negotiating skills and experience in developing effective working relationships, internally and externally, including with journalists
- Creative, with knack for exploring and creating interesting angles and approaches and generating engaging content
- Well-developed IT skills including all major programmes and experience of Web Content Management systems
- Strong organisational skills, able to manage a number of projects at the same time and deliver to deadlines alongside an excellent attention to detail
- Motivated, creative and flexible individual, able to identify, initiate and seize opportunities
- Knowledge/experience of the voluntary sector and political and societal issues affecting disadvantage.
- Experience of working responsibly with vulnerable individuals with a view to representing their views and sharing their stories in an engaging but sensitive manner
- Commitment to equal opportunities and to tackling disadvantage and willingness to uphold the Foundation's values in all areas of work
- Willingness to travel across England and Wales.