

Habitat for Humanity Great Britain

Job Description	Responsible to:	Communications Director
PR, Advertising and Social Media Manager	Responsible for:	Intern from time to time
Date created/amended:	18 Nov 2013	
Location:	Slough	
Purpose:	To fight poverty by raising funds to enable everyone to have a safe and decent place to live by building the brand and telling stories about the families helped and the wonderful volunteers and ambassadors who make it all happen at home and abroad.	
Job Summary:	Acting as the first point of call for the media, you will have responsibility for all press opportunities. You will also be responsible for developing and implementing the charity's advertising strategy (on and off line), and social media plan through social media and blogs.	
Flexibility:	Habitat for Humanity Great Britain is a small organisation that is seeking to grow in order to maximise its contribution to its vision and mission. This inevitably means that the organisation must adapt to be successful. For the charity to be adaptable, we also need a flexible staff. It is a requirement of the post holder to be flexible in terms of location (within reason), line management, time (for example during emergencies), and duties and responsibilities. Your statutory rights are not impinged by this flexibility clause.	

Responsibilities:	Competencies:	Skills, knowledge and experience required:
<p>Working closely with the Communications Director, you will be implementing HFHGB's PR, advertising and social media strategy, on budget and on time. This will involve:</p> <ul style="list-style-type: none"> Gathering information: internal research for images and stories from the field, Habitat for Humanity offices around the world and internal resources for campaigns. Gathering information: in-depth outward-facing research for press and media opportunities to get angles and leads for press and media coverage. Working to the marketing activity calendar reach our target markets by: <ul style="list-style-type: none"> Developing and implementing PR strategy. Developing and implementing social media strategy. Developing and implementing advertising strategy on and off line. Write copy for appeals and all newsletters Ensure all materials are delivered in accordance with the HFHGB mission, vision and programme priorities. This activity should also promote and support the work of Habitat GB Homes (Southwark). Ensure all materials comply with the Data Protection Act and copyright laws. <p>Press and media relations</p>	<ul style="list-style-type: none"> Working together – expert: creates approaches that improve teamwork across all channels. Communicating, influencing, selling and persuading - expert. Striving for excellence – expert: leads initiatives that increase press coverage and provides a role model for continuous learning and development. Research – expert: ability to disseminate and deconstruct a huge amount of information quickly. Copywriting and creative writing – expert: ability to research stories and adapt writing style to the relevant channel and 	<ul style="list-style-type: none"> Essential: <ul style="list-style-type: none"> Educated to degree level, preferably with a journalism, marketing, English, or business degree, with some experience of PR, advertising and social media. Strong commitment to the mission and values of HFHGB. Proven success in creation of and delivery of PR, advertising and social media strategies and campaigns on time and on budget. Excellent research skills: ability to home in to the nub of the story quickly. Proven success of press, radio

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Using a systematic and coherent methodology, to promote the charity's vision, mission, USP and core propositions. Use the brand tool kit to support the communications strategy:

- To ensure that the Habitat for Humanity GB brand is raised nationally and to our target markets to deliver integrated campaigns.
- To act as the key point of contact internally and externally for all press relations and write all press releases.
- Using our Cision PR database, target external media to ensure maximum coverage for campaigns and programmes both on and off line.
- To foster a close rapport with key influencers and journalists to ensure coverage on and off line.
- To write a weekly blog feed for our new website.
- To get ideas for fun and interesting campaigns that the charity can run across all channels.
- To set up radio and TV interviews and be prepared to speak out publicly for the charity where necessary.
- To work closely with the fundraising team, seek out sponsorship opportunities and make connections with business to make these happen.
- To write tailored articles for specialist press about stories from the field and stories about our volunteers and ambassadors.
- To organise photo and film shoots at home and abroad.
- To devise strategies to enhance the charity and brand.
- To ensure the charity profile remains high across all geographic territories, the charity sector and all clearly identified market sectors.
- To apply for special appeals (e.g. Christmas Financial Times), awards and competitions locally and nationally.
- To support fundraising with appropriate stories for company charity of the year applications.
- Create a record of all press activity.
- Take responsibility for communicating the Crisis Management Strategy when the need arises.
- Write the charity's weekly internal newsletter with stories to envision staff and stakeholders. Foster a 'can-do' culture, informing everyone about the exciting developments, opportunities and achievements of each department, e.g. targets reached and funds raised.
- Attend key events to ensure communication with key journalists.

Advertising

audience.

- **Managing knowledge - expert:** leads initiatives that significantly improve press coverage.
- **Thinking strategically – expert:** ability to develop and implement the PR, advertising and social media strategies.
- **Delivering results – expert:** analyses objectives, considers options, plans, manages, and takes responsibility for achieving goals on budget.
- **Managing resources – strength:** organises own and others work and time. Generates and implements new ideas. Manages budgets.
- **Opportunistic – strength:** ability to seek out new opportunities which will generate income and reach key influencers.

and TV coverage on a national level.

- Personal links with journalists on and offline.
- Excellent communication skills: written and verbal, especially the ability to write persuasive copy, tailored to the audience.
- Ability to work under pressure.
- Experience of conducting press and media interviews.
- Experience of budget management.
- Experience of working with a team of marketing professionals.
- Excellent project management, administration and organisational skills.
- Ability to plan and manage a heavy workload.
- Solid IT skills in a number of applications: Word, email, Excel and use of CRM systems and Adobe Photoshop.
- Experience of social media management tools.
- Strong on team working skills needed to work collaboratively.
- Photo journalism skills – ability to take a good photograph.
- Experience in the charity sector.
- Experience of selling and negotiating.

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<ul style="list-style-type: none">• Working closely with the Communications Director, to source advertising opportunities and place advertisements.• Negotiate charity rates and free filler ads in targeted press. <p>Social media</p> <ul style="list-style-type: none">• Develop and implement the social media strategy, reaching weekly targets for mentions, interactions, shares and following. Currently Facebook, YouTube, Twitter, Google+.• Develop new channels.		
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