

**Job Title:** Press and PR Manager

**Reporting to:** Chief Operating Officer      **Grade: POD**

**Accountable for:** PR Apprentice

### **Purpose of the Post**

Developing and leading a comprehensive communications strategy that delivers on key projects, activities and campaigns, making effective use of press, PR and social media.

Driving and developing the communications planning to support the outcomes of the trust – ensuring that it maximises the opportunity for local PR and conversation with key stakeholders.

Developing a plan that ensures regular and proactive PR is maximised and that OGAT's vision and values clearly seen and heard within its PR and Media communications.

Ensuring a regular understanding of the Board and CEO's key objectives ensuring that these are both captured and maximised.

### **Main Duties and Responsibilities**

- To manage press and PR activity across the Trust utilising a range of channels to secure positive national, regional and local media coverage;
- To be the lead contact for press and PR contact with the Trust;
- To build and maintain active relationships with key journalists, enabling proactive pitching of stories to generate positive publicity;
- To manage and develop Trust social media communications;
- To oversee all media interviews and be responsible for their set up and for briefing key spokespeople, in many cases the Chief Executive;
- Work with the Chief Operating Officer to develop and implement a communications strategy that puts the Trust's vision and values at the forefront of its media communications;
- To develop the strategy for proactive press and PR which identifies both the national, regional and local events that enable the Trust's profile to be raised;
- Support the academies in the delivery of local interest and engagement with local press;
- To develop the messaging that supports a more consistent and effective campaigns position;

- To oversee the development of key messages and position statements that enable more effective and proactive promotion of the Trust to its key stakeholders;
- To have line management responsibility for the PR Apprentice in accordance with the Trust's Performance Management process and commitment to staff development, providing regular support and performance monitoring;
- To act as a point of contact to media enquiries acting as the press spokesperson including the liaison with external agencies;
- Researching, writing and distributing well developed press releases to targeted media;
- Working effectively with the Executive Team on research activities, carrying out impact surveys, developing case studies, key messages and other activities to enable the Trust to promote its work and impact;
- To co-ordinate the sharing of key messages across the Trust;
- To undertake duties commensurate with the grade of the post as agreed with the line manager;
- To comply with OGAT's policies and procedures, with particular regard to your responsibilities within the Child Safeguarding and Health and Safety policies.

### **Additional Responsibilities**

- Dealing with any immediate problems or emergencies according to the Academy's policies and procedures
- Respecting confidential issues linked to home/students/teacher/Academy work
- Fire Marshall duties in the case of Fire and/or Emergency Evacuation where applicable
- To comply with the Academy's Child Safeguarding Procedures, including regular liaison with the Academy's Designated Child Safeguarding Person over any safeguarding issues or concerns;
- To comply with the Academy policies and procedures at all times.
- Undertake other reasonable duties (with competence and experience) as requested, in accordance with the changing needs of the organisation.

### **Personal Contacts**

**External:** Contractors, suppliers, parents, external agency professionals, other government and local authority staff, other staff from academies and schools.

**Internal:** Students, staff, Board and Academy Council members, parents and any other visitors to the Academy.