



National
Academy
for Social
Prescribing

Media, PR and Corporate Affairs Lead

Background

NASP is a newly registered charity and company limited by guarantee. Our goals are to promote social prescribing and to bring about a social revolution in wellbeing, as set out in the NASP [Strategic Plan](#).

Please note that due to COVID-19, NASP are currently working remotely from home, using Microsoft Teams for daily meetings. We are aiming to move into our new office space at Southbank Centre in mid-November, so there will be some travel required for working/meetings on site. Of course, this is always reviewed in line with Government guidelines.

Recruitment

At NASP, we are passionate about creating an inclusive workplace that promotes and values diversity. We know that different ideas, perspectives and backgrounds create a stronger and more creative work environment which means that we welcome applications irrespective of people's age, disability, sex, gender identity and gender expression, race or ethnicity, religion or belief, sexual orientation, or other personal circumstances. We also welcome applications from neurodiverse candidates.

We seek to support candidates with relevant lived experience recognising that first-hand experience of what NASP seeks to achieve around Social Prescribing is just as valuable as employment history.

We have processes and policies in place to ensure that all applications are treated fairly throughout the recruitment process and that we make reasonable adjustments for those who require it. Applications are welcomed from applicants who wish to apply for a position on the basis of a flexible working arrangement. Should a candidate be successful after interview stage, this request will be accommodated within the needs of the role.

NASP seeks to be a truly 21st Century employer and organisation and know that supporting our staff's wellbeing is central to that. For us, our staff are one of our greatest assets.

And therefore, we look forward to hearing from you about the role of Media, PR and Corporate Affairs Lead

The National Academy for Social Prescribing (NASP) is looking for a Media and Corporate Affairs Lead

Duration: to end of March 2023

Hours: full time (37.5 hours per week)

Location: home-based, with some travel to the NASP office at Southbank Centre, London

Salary; £30,000-£35,000 depending on experience

Purpose of this role:

The Media, PR and Corporate Affairs Lead will lead all press and media activity for NASP. You will work as part of a growing and ambitious communications team to increase awareness about social prescribing, support a range of programmes and position NASP as a 'go to' organisation for media.

Responsibilities include:

- Developing and delivering the NASP media strategy, communicating our messages about social prescribing through national, regional and sector media
- Managing the press office: responding to journalists; developing and managing media lists and monitoring and reporting systems
- Proactively building relationships with journalists and scoping and horizon-scanning trends and opportunities for coverage
- Managing and organising a programme of PR activity, including high-profile partnerships
- Developing and refining key message documents, and ensuring spokespeople are available, well briefed and supported.
- Identifying and supporting case studies across NASP programmes, and ensuring permissions processes are followed
- Writing articles, letters, blogs, speeches and presentations for colleagues, and articles for the NASP website
- Taking editorial responsibility for reports, including the annual report
- Supporting the Ambassador programme, providing regular updates, ideas and practical support to 5-6 high profile NASP ambassadors
- Supporting development and implementation of Stakeholder Strategy and Stakeholder Grid
- Providing support to Programme teams on communications activities
- Working with Programme teams to provide support, training and materials to partner organisations
- Part of out of hours social media / media rota

Essential criteria:

- Proven ability to secure media coverage, and excellent understanding of the media landscape
- Ability to write and edit to a high standard for different audiences (e.g. press releases, web content, briefings, reports, speeches etc)
- Ability to distil complex information and turn it into persuasive and compelling narratives
- Excellent verbal communication skills, including ability to pitch stories and respond to challenging questions

- Ability to work under pressure to tight deadlines, and to balance competing priorities
- Ability to form supportive relationships with colleagues and a wide range of partners (from local community groups to large international organisations)
- Understanding of the benefits of social prescribing and the aims of NASP

Desirable criteria

- Knowledge of the health or voluntary sector
- Experience of organizing and delivering major PR opportunities
- Experience of working with or supporting case studies, prioritizing their wellbeing
- Experiencing of training spokespeople

Reporting to: Deputy Director of Communications and Corporate Affairs

How to apply

Please send the following to recruitment@nasp.info by midday on **Tuesday 9th November**. NASP have the right to bring the application deadline forward as they deem fit.

- **Covering letter** outlining how you meet this brief, when you can start and where you saw the job advertised.
- **Your CV**
- Names and contact details of **2 referees**, including from latest employer/contracting organisation
- Detail of where you saw this job advertised

Interviews will be held on **Wednesday 17th and/or Thursday 18th November** so please keep those dates free. For more information and an informal conversation, please email any questions to the above email address.

Please note that any personal data you share will be treated confidentially and will only be used for recruitment purposes.

All appointments are subject to proof of right to work in the UK, references and a 3 month probationary period.