

Digital media and media relations lead

The National Academy for Social Prescribing (NASP) is offering freelance or agency opportunity to lead on its digital media and media relations. The role will be responsible for raising brand awareness by engaging media and ensuring delivery of consistent messaging for our new start-up charity. We need this role to start as soon as possible, and be proactive and self-motivated.

Duration: until 31 March 2021, with the possibility of extending

Hours: 3 days a week, ideally spread over 4-5 days

Location: remote

Purpose of this role

- To develop a strategic Digital Media and Media Relations plan for the National Academy for Social Prescribing.
- To raise awareness of social prescribing by engaging with appropriate media, in line with our programme's objectives and ensuring delivery of consistent messaging
- To work with the Head of Communications and Ambassador Lead to approach and secure proactive press and media opportunities to raise awareness of social prescribing, and support our ambassadors proactively and reactively
- To promote our work and aims by providing comprehensive media relations support for internal partners
- To deliver a first class media relations service to journalists and other media representatives through the delivery of a sector leading press office function
- To support the delivery of NASP's core products, working with teams to deliver the right messages via the right digital media and PR channels for their target audiences, and compel actions as appropriate
- To write and edit compelling news, marketing and editorial content for all channels - the website, social media, newsletter, videos, policy papers and reports
- May be asked to support NASP's attendance at virtual and physical events, via digital media channels.
- Supporting the Head of Communications with other communications activity, such as responses to enquires, managing the website and creating and editing the newsletter.

Key responsibilities

- Raise brand awareness by engaging media and ensuring delivery of consistent messaging
- To develop and execute NASP's digital and media relations plan, ensuring that activity aligns with the organisation's strategic priorities
- Provide media relations support for other departments as required
- Deliver first class media relations through the delivery of a sector leading press office, ensuring our voice is fully represented

- Effectively manage media relations delivering efficient working practices, including work flow planning, reporting and evaluation
- Oversee production of media releases/statements, briefing materials, video and audio and features material
- Oversee partnership working with social media and events lead in order to deliver engaging web content
- Act as a spokesperson, advise our Chair, Chief Executive, staff and ambassadors undertaking interviews
- Manage reputation in the media and identify matters on which we should comment or take action
- Working with the wider team, help drive communications by pushing key strategic messages in written, audio and video content.
- Proactively contribute to the editorial calendar and collaborate with other teams, experts and partners to ensure relevant content is promoted at the optimal time on the most effective channels.
- Working with our team to evaluate PR and digital media activity to ensure the business objectives are being met, and recommending action to take to maximise achievement of objectives.

The candidate

- Excellent written English
- 3 + years in a social media, PR, marketing or communications role
- Experience of obtaining and managing press coverage
- Experience of managing social media campaigns beneficial
- Experience of working with influencers, online communities and outreach with these communities beneficial
- Proactive and organised essential
- Knowledge of the healthcare sector, voluntary or community sector an advantage

Reporting to: Head of Communications

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, this work will be undertaken remotely from home, using Microsoft Teams for daily/ weekly meetings and planning sessions.

How to apply

Please send the following to enquiries@socialprescribingacademy.org.uk by 12pm (midday) 20 January 2021:

- Covering letter outlining how you / your agency meets this brief, when you can start and current salary
- Your CV
- Expected day / month rate
- Names and contact details of 2 referees, including from latest employer/ contracting organisation

Interviews will be held the week of 25 January 2021. For more information and an informal conversation, email questions to above address.