

JOB DESCRIPTION

Job Title Media & PR Officer	Department Communications and Engagement
Responsible to Senior External Affairs Manager	Direct Report N/A
Location: Chiswick	Contract Type: Full time, permanent

PURPOSE

To raise awareness of the importance of blood stem cell donation, and increase the number of potential blood stem cell donors through building, maintaining and nurturing celebrity and influencer support.

COMMUNICATIONS AND ENGAGEMENT DEPARTMENT

The department ensures that the DKMS brand is enhanced amongst the public in the UK, with the goal of raising awareness and motivating people to register as potential blood stem cell donors.

The team also provides potential donors with regular, relevant communication to engage and motivate them over the long-term to be available and prepared if and when a stem cell donation is needed. Alongside this, the team supports other departments to promote their activities and initiatives.

This post sits in the External Affairs team who manage celebrity and influencers, public affairs/stakeholder management and public relations.

KEY INTERNAL AND EXTERNAL RELATIONS

Internal

- Head of Communications and Engagement
- Head of Fundraising
- Other Members of Senior Leadership Team
- Communications and Engagement Team Managers

External

- DKMS Volunteers
- Patients and Patient Families
- The Media
- DKMS Donors

KEY RESPONSIBILITIES

- Take the lead role in media relations and secure national and regional online, print, and broadcast coverage – researching key media targets, developing media lists and pitching ideas and stories to media.
- Monitor the daily news agenda to identify opportunities to act on and also share with the External Affairs team and relevant colleagues across the organisation.
- Devise, bold and ambitious content including press releases, feature articles and statements covering DKMS' work including supporting of our donor recruitment and fundraising activities.
- Build relationships with journalists to ensure DKMS is front of mind and the go to charity for comments, information and stories on blood cancer.
- Receive and respond to media enquiries in a timely manner, flagging to the Senior External Affairs Manager, and advise / brief spokespeople on media opportunities.
- Play a key PR role in supporting DKMS' communications and campaigns activities such as World Blood Cancer Day and Blood Cancer Awareness Month.
- Work with internal colleagues to source case studies (patients & their families, donors and fundraisers) to bring to life the human stories behind DKMS for media and PR purposes.
- Work closely with celebrity, public affairs, social media and website colleagues to provide support and content for a range of PR activities.
- Media and social monitoring, reporting and logging – producing daily news summary reports, branded coverage reports, monthly coverage reports and reports for the board - using our monitoring tool.
- Develop, draft and deliver content for the quarterly external e-newsletter for registered blood stem cell donors.
- Write regular news articles for DKMS' intranet 'Pulse' to update colleagues from other entities on news in the UK.
- Create content for the website and social media channels as required.
- Work closely with external partners and organisations as required to help maximise opportunities – this might be agencies, funders, or partners.
- Work closely with the patient campaigns team to support patient engagement and patient campaigns media activity.
- Any other duties as required by the Senior External Affairs Manager and/or Head of Communications and Engagement.

PERSON SPECIFICATION

It is not expected that the successful candidate will necessarily have experience / competency in all the areas highlighted below. Support and training will be provided.

Knowledge, experience and expertise

- PR, communications or journalism experience and/or working in a busy press office.
- A good and demonstrable understanding and working knowledge of the UK media landscape.
- Demonstrable experience of achieving results working under pressure; prioritising workload and multi-tasking without compromising quality of work.
- Proven tact, diplomacy and trustworthiness in dealing with stakeholders working with discretion and a respect for confidentiality.
- Experience of targeting specific audiences in a B2C and B2B environment
- Experience of creating and disseminating a range of content including personal stories, international and scientific content
- Ability to take complex subject matter and communicate it in an easy to understand way.

It is desirable to have the following:

- Educated to degree level or equivalent.
- Experience of working in a charity or not for profit organisation.
- Experience of working in an international organisation.
- Previous experience of working with patients or patient families
- Experience of using tracking systems

Skills and abilities

- Excellent interpersonal, networking and relationship building/management skills with a proven ability to be flexible and assertive with strong negotiation skills.
- Ability to work independently, juggling multiple workloads, priorities and deadlines remaining calm under pressure, as well as being an effective team player.
- Positive attitude, ability to think creatively and identify new opportunities and a commitment to ensuring accurate, credible and impactful communications.
- Passionate and driven in striving to support DKMS' mission.

VALUES

DKMS works to a set of core values which it seeks to uphold and implement in everything it does, including leadership and management practices. The illustration below summarises DKMS' core values and how these translate into organisational and individual behaviours.



WE DELETE BLOOD CANCER



PERSONAL COMPETENCIES

The table below sets out how our values relate to the competencies required for this role.

Competency area	Abilities/expertise/knowledge
Strives to make an impact ...	<p><i>... is committed to exceeding expectations</i></p> <ul style="list-style-type: none"> • Confident about proposing new ideas and solutions to the Head of Department, team members and other colleagues in order to develop exciting and inspiring donor recruitment initiatives that will inspire people to register as blood stem cell donors and/or support DKMS UK's vision and mission. • Prepared to challenge ways of working in order to bring about improvements in donor recruitment working practices • Able to analyse previous donor recruitment initiatives, with a view to improving them and making them more impactful • Confident that will succeed in delivering personal objectives • Confident in communicating to others, both internally and externally • Confident in making new approaches to key contacts within companies and organisations with a potential for partnership with DKMS UK • Takes responsibility for managing own work and commitments • Goes the extra mile to deliver results
Self-starter	<p><i>... is highly motivated and open to challenging oneself</i></p> <ul style="list-style-type: none"> • Able to work on own initiative and identify what needs to be done before being asked • Thrives on challenges and remains focused under pressure • Demonstrates ambition and an eagerness for personal development • Has a 'can do' approach to dealing with work challenges and dilemmas
Inspired by our vision	<p><i>... is committed to the fight against blood cancer</i></p> <ul style="list-style-type: none"> • Works with passion, enthusiasm and dedication • Demonstrates a strong sense of empathy towards patients, donors, supporters and colleagues • Understands the role DKMS UK plays within the global DKMS group



WE DELETE BLOOD CANCER

	<ul style="list-style-type: none"> ● Able to communicate and explain the mission of the organisation clearly and passionately ● Uses own knowledge and expertise of blood stem cell donations, collections and transplants to promote DKMS UK's vision and work ● Understands the needs of people affected by a blood cancer diagnosis or blood disorder and who need to find a blood stem cell donor to give them a second chance of life ● Uses that knowledge and understanding to develop creative and inspiring campaigns and coverage ● Confident in talking with potential blood stem cell donors about the impact their registration and potential donation can make
Team player	<p><i>... has the ability and desire to work cooperatively with other team members</i></p> <ul style="list-style-type: none"> ● Provides assistance, information and support to team colleagues, as well as building and maintaining relationships across the organisation and internationally with other DKMS entities ● Respects others and embraces the values of diversity, equality, integrity and trust ● Listens and responds constructively to other team members' and colleagues' ideas ● Role-models clear, strong and persuasive leadership skills with the Donor Recruitment Team and wider Communications and Engagement Department ● Forms good working relationships with people in other departments throughout DKMS, both in the UK and overseas
Executes with excellence	<p><i>... works diligently and continuously produces high quality work</i></p> <ul style="list-style-type: none"> ● Effectively prioritises workload and works independently ● Achieves established goals within deadlines ● Has excellent attention to detail, ensuring processes and procedures are recorded and documented to high standards ● Develops creative, inspiring and influential external affairs/media campaigns and coverage that are well-planned and implemented ● Communicates clearly and articulately with potential stem cell donors, and with colleagues and other stakeholders
Embraces opportunities	<p><i>... challenges the status quo and looks for opportunities to implement new methods of working</i></p> <ul style="list-style-type: none"> ● Open to different ideas, approaches, procedures and technology that can improve the way we generate media coverage in order to recruit donors and manage the registration process ● Understands the importance of outcome and impact measures and monitoring and uses such data to inform future work and planning ● Able to adapt to new situations with a positive approach to change ● Seeks opportunities to learn from colleagues both locally and internationally ● Considers developments in other similar organisations, learning from their experiences and introducing relevant information, ideas and intelligence for the benefit of DKMS



CONDITIONS OF EMPLOYMENT

- 37.5-hour week, Monday to Friday (9am – 5pm).
- 25 days' holiday per annum (plus public holidays) – increments after two years' service, up to a maximum of four additional days per year.
- DKMS pension scheme – employer DKMS pension scheme – automatic enrolment contribution rate: 3% employee, 5% employer.

BENEFITS

- Corporate Eye-Care Scheme
- Cycle to Work Scheme
- Season Ticket Loans
- Further information on staff benefits are covered on our [website](#).