



PR and Communications Officer

Recruitment Pack, 2022

I am
Ambitious
about Autism

Contents

Job description	3 - 4
Person specification.....	5
How to apply	6

If you, or someone you know would like this publication in an email, in Braille, large print, Easy Read transcription or audio tape, please email jobs@ambitiousaboutautism.org.uk.

#



Job description

Job title	PR and Communications Officer	Team	External Affairs
Job band	Band 4 – £27,395 – 32,742 – Subject to evaluation (Depending on skills and experience)	Reporting to	Communications Manager
Hours	35 Hours per week (flexible working is considered)	Line manages	n/a

Approved by: Alison Worsley

Date: May 2022

Role Purpose:

Ambitious about Autism is the national charity standing with autistic children and young people. We are seeking an excellent and proactive communicator to join our small yet dynamic team and help us increase positive awareness and engagement with our vital work.

The role will be focused on profiling all aspects of our charity's work, from digging out inspiring stories from our education, employment, and youth participation services to promoting our fundraising activities and driving awareness of our policy priorities and campaigning work.

- Have background in journalism or PR, you will use your experience to develop compelling story ideas, pitch them to journalists and produce press releases, case studies and features.
- You will also develop communications that inspire our staff and promote our charity's core values.
- You will excel at building influential relationships with a range of stakeholders, including colleagues, external partners and those who our work supports – autistic young people and their families.
- You will be responsible for engaging our high-profile supporters, including our patrons and ambassadors, with our work and will seek out new opportunities to expand this network to reach new audiences.
- You will keep up to date with latest news and what is going on in the external environment and seize opportunities for Ambitious about Autism to comment and engage with new developments affecting autistic children and young people.
- You will be a source of advice to senior staff and help protect our reputation by sensitively handling reactive media enquiries, responding appropriately and escalating potential issues and incidents where necessary.

Key accountabilities :

- Source and create opportunities to deliver positive coverage of Ambitious about Autism's work, both internally and externally, via a range of channels.
- Develop and execute communication plans around key initiatives, events or individuals.
- Monitor the external news environment and log and evaluate media coverage.
- Develop and maintain a database of media contacts

- Contribute to the smooth running of the Ambitious about Autism press office and take part in occasional out of hours rota.
- Assist with the preparing and briefing media spokespeople
- Provide expert media and communications advice to colleagues across the organisation.
- Build and maintain excellent working relationships with colleagues, external partners, ambassadors, patrons and beneficiaries.
- Source opportunities to wider Ambitious about Autism's external audience reach via new influencers.
- Write and edit a range of content ensuring a high level of accuracy, attention to detail and suitability for the intended audience.
- Work with the wider marketing and communications team on cross organisational campaigns as required.
- Represent Ambitious about Autism at external events and meetings as required.
- Act as the first point of contact for external enquiries received by the External Affairs directorate, preparing written or verbal responses or sharing with relevant team members.
- Undertake other duties, commensurate with the post, as directed by the Communications Manager.

Other duties:

- Demonstrate a continual commitment to safeguarding and promoting the welfare of children and young people
- Demonstrate a continual commitment to the promotion of diversity initiatives and the sharing of best practice in line with Ambitious about Autisms Equality, Diversity and Inclusion policy and procedures
- Any other duties commensurate with the role.

Person specification

Role and band competencies	Essential
Specific Knowledge, Experience & Technical skills	
1. Educated to degree level or with equivalent written and analytical skills	X
2. Experience working in a communications, PR or journalism role.	X
3. Ability to source and sell in newsworthy stories to national press	X
4. Experience building successful relationships with a range of stakeholders to secure coverage.	X
5. Experience responding reactively to the news agenda to increase reach.	X
6. Experience providing expert advice to senior stakeholders	X
7. Experience of using social and digital media to communicate successfully.	X
8. Willingness to support a wide range of media projects – from fundraising to policy and campaigns.	X
9. Knowledge and understanding of issues relating to Ambitious about Autism and its work.	X
10. Excellent written and verbal communication skills.	X
11. Excellent attention to detail and accuracy, including editing and proof-reading.	X
12. Excellent organisation and time management skills.	X
13. Ability to engage with a wide range of people including directly with members of the public as a first point of contact.	X
14. Practical IT skills including use of digital and social media, knowledge of Microsoft Office and other platforms.	X
Personal Attributes	
15. Proactive and able to work to own initiative while liaising closely with managers and colleagues.	X
16. Committed to safeguarding and promoting the welfare of children and young people.	X
17. Good appreciation of health and safety in the workplace, data protection principles and equal opportunities.	X
18. Willingness to work out of hours on occasion	X

How to apply

Stage	Timescale
Closing date for applications	Sunday 29th May 2022
Candidates informed of outcome of application	Monday 30th May 2022
Pre interview test - using Flexi-quiz	Between 1 June – 7 June 2022
Interviews (these will be conducted online via Teams)	Friday 10th June 2022

If you would like to find out more about this exciting opportunity, need any further information or wish to have an informal discussion please contact **Stephen Vickers, Senior Recruitment Officer** - 020 8815 5439
svickers@ambitiousaboutautism.org.uk

Equal opportunities monitoring

Ambitious about Autism is fully committed to equality of opportunity and diversity and we warmly welcome applications from all suitably-qualified candidates. We welcome applications regardless of race, colour, nationality, ethnic or national origins, religion or belief, sex, sexual orientation, gender reassignment, marital or civil partner status, pregnancy or maternity, disability, or age. All applications will be considered solely on merit.

Ambitious about Autism is committed to safeguarding and promoting the welfare of children and young people and successful candidates will be subject to an Enhanced DBS check.