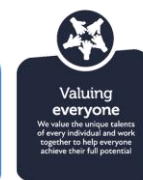


## JOB DESCRIPTION

<b>Job Title</b>	PR & Content Manager
<b>Reports to</b>	Marketing Director
<b>Job Purpose</b>	<p>To lead Achieve together’s external public relations, media engagement and strategic content function, with a primary focus on building reputation, increasing high-quality earned media coverage, and strengthening the organisation’s and senior leadership team profiles across the UK.</p> <p>This role is responsible for developing and executing a proactive PR strategy that positions Achieve together as a leading voice in the social care sector.</p> <p>The PR &amp; Content Manager will own relationships with national, regional health and social care journalists and publications, ensuring regular, positive coverage and thought leadership opportunities.</p> <p>The role will drive press office activity, reputation management, media reporting, and high-impact external content creation aligned to commercial, regulatory and brand objectives. This is a performance-focused role requiring measurable growth in media coverage, share of voice, and sector influence.</p>
<b>Key Deliverables</b>	<ul style="list-style-type: none"> <li>• Create and deliver a clear PR plan with set goals and results, focused on gaining media coverage and building influence in the sector.</li> <li>• Position Achieve together as a leading voice in social care.</li> <li>• Find and secure media coverage in national, regional, and specialist sector publications.</li> <li>• Plan and run organised press campaigns that link to key priorities, regulatory updates, recruitment needs, and service growth.</li> <li>• Manage the press office, including handling media enquiries, preparing statements, and arranging interviews.</li> <li>• Lead media handling during crisis or sensitive issues.</li> <li>• Build and maintain strong relationships with journalists, editors, and trade publications in health and social care.</li> <li>• Keep an up-to-date, well-organised media contact list covering national, regional, and sector outlets.</li> <li>• Secure regular opportunities for expert comments, opinion pieces, interviews, and feature articles.</li> <li>• Monitor sector news and trends and proactively offer expert commentary to the media.</li> <li>• Lead the creation of high-quality external content to support media coverage, online visibility, and reputation.</li> <li>• Work closely with the Digital Marketing Manager to develop and adapt content for the website, social media channels, and wider digital campaigns.</li> </ul>



	<ul style="list-style-type: none"> <li>• Develop strong case studies, leadership articles, press features, and campaign materials.</li> <li>• Turn operational success, regulatory performance, and co-production values into clear and engaging stories.</li> <li>• Ensure all content supports the brand as a trusted provider of specialist support.</li> <li>• Track, measure, and report on all PR and media activity.</li> <li>• Use data and insights to improve and refine the media strategy.</li> <li>• Develop joined-up PR campaigns that align with key milestones, service developments, and sector events.</li> <li>• Support award entries and external recognition opportunities.</li> <li>• Identify and manage potential reputational risks.</li> <li>• Promote regulatory success and compliance achievements through appropriate media channels.</li> </ul>
<b>Key Accountabilities</b>	<ul style="list-style-type: none"> <li>• Deliver measurable improvement in media coverage, authority and sector presence.</li> <li>• Establish Achieve together as a go-to expert source within social care journalism.</li> <li>• Provide weekly and monthly reports on all PR and content activity, using data to show results and impact.</li> <li>• Translate complex sector issues into compelling, accessible and newsworthy content.</li> <li>• Safeguard and strengthen organisational reputation through proactive and reactive PR management.</li> </ul>

## PERSON SPECIFICATION

<b>Knowledge and Experience</b>	<ul style="list-style-type: none"> <li>• A degree in PR, Communications, Journalism or Media.</li> <li>• Strong experience in public relations and media management, in social care.</li> <li>• A proven track record of securing media coverage in national and trade publications.</li> <li>• Good knowledge of the UK health and social care media landscape.</li> <li>• Established relationships with health and social care journalists, editors, and sector publications.</li> <li>• Proven ability to pitch stories successfully and secure regular media coverage.</li> <li>• Experience acting as a key contact for the media and supporting spokespeople.</li> <li>• Excellent writing skills, including press releases, opinion pieces, and feature articles.</li> <li>• Ability to spot strong news angles and turn day-to-day work into engaging stories.</li> <li>• Experience ensuring content supports brand positioning and business goals.</li> </ul>
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- Strong experience measuring PR results, including quality of coverage, media reach, engagement levels, return on investment (ROI) and overall performance impact.
- Ability to use media analytics tools and turn data into clear recommendations.
- Experience managing sensitive or high-risk media situations.
- Calm, confident, and strategic when working under pressure.
- Experience working with senior leaders to develop clear, media-ready commentary.
- Able to influence colleagues to uncover strong stories worth sharing externally.
- Commercially aware and focused on delivering results.
- Highly organised with strong attention to detail.
- Proactive and able to use good editorial judgement.
- Passionate about improving understanding and representation of specialist support and social care.

