**JOB TITLE:** Public Relations Manager

**LOCATION:**  Bolton office (Hybrid)

**HYBRID WORKING:** 2 days minimum in the office.

**REPORTS TO:** Group Commercial Director

**ACCOUNTABLE TO:** Chief Executive Officer

**JOB PURPOSE:**

As Public Relations Manager you will be responsible for collaborating with our PR partners (agency and investors) to ensure Outcomes First Group, trading brands and services are held in the highest regard with a specific focus on crisis management and adverse media interest. More broadly the role will include developing and implementing proactive PR strategies and campaigns, preparing press releases, organising PR events, analysing opportunities for partnerships, sponsorships and advertising.

The Public Relations Manager reports into the Executive team through Group Commercial Director and accountable to the CEO and lead investment partner. This role will also have close collaborative working relationships with the Marketing and Communications Team.

**CORE ROLE:**

* Play a core role in supporting the implementation of the company’s communications strategy and processes.
* Key point of contact with retained PR agency.
* First point of contact for media engagement (including out of hours).
* Timely drafting/production of communications materials including press releases, talking points, fact sheets, and internal memos. Coordinate with colleagues to facilitate executive and investment partner review and signoff of communications materials.
* Early identification and escalation of emerging issues to senior management.
* Provide communications and issues management support to services when there is an adverse media event.
* Monitor and maintain the adverse media reputation tracker.
* Prepare and issue press releases to support, key policy themes and activities.

**WIDER ROLE:**

* Support PR projects and campaigns from planning through to execution and evaluation.
* Provide media relations support for key initiatives and strategies, including promotional support and assistance in event planning, managing media attendance (e.g. open days, MP visits).
* Ongoing media monitoring for OFG and key industry peers, providing regular news updates and important alerts to colleagues along with summaries of media coverage for variety of internal and external stakeholders as required.
* Prepare and submit media coverage and PR performance reports.
* Work closely and seamlessly with the wider communications team.
* Support the drafting of written materials (outcomes stories, case studies, annual impact report) in collaboration with the Marcomms team.

**REQUIRED QUALIFICATIONS:**

* 7 Years plus experience working at an agency or in-house PR role, preferably in the special education services sector.
* Excellent organisational, interpersonal, and communication skills.
* Exceptional writing/proofreading, research, and analytical skills, with a fundamental understanding of, or interest in (social services, behavioural health, and/or special education needs providers)
* Ability to work with a variety of stakeholders and effectively collaborate with teams across a broad network or schools.
* The desire to work in service-oriented business - highly organised with the ability to multitask on various projects.
* Passionate about people and service, with an uncompromised focus on discretion, privacy, and respect.
* Self-starter with an interest in an array of projects across traditional media, corporate communications, thought leadership and content production/marketing.
* Technological proficiency and well versed in Microsoft Office and PowerPoint

**Job Holder’ signature**

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Signed on behalf of the Outcomes First Group**

Name: : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Title:

Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_