JOB TITLE: PR & Content Manager

LOCATION: Hybrid (Manchester + Home)

REPORTS TO: Laura Hunt, Senior PR Manager

ACCOUNTABLE TO: Group

JOB PURPOSE: Provide hands-on support to Senior PR Manager in strengthening and maintaining the profile and reputation of the business through the delivery of proactive and responsive PR activity across a range of channels.

KEY RESPONSIBILITIES:

* Implement approved PR strategies that enhance and protect the business reputation across all external communications.
* Draft press releases, media statements, award entries and briefing materials to support proactive campaigns and manage reactive responses.
* Monitor media coverage and industry trends providing insights and recommendations to inform messaging.
* Work closely with internal stakeholders to draft thought leadership, opinion articles and coordinate responses to sector consultations and policy developments.
* Collaborate with internal teams (marketing & operations) to align messaging and ensure consistency across external communications.
* Lead the relationship with external UK PR agency to ensure alignment with PR strategy, organisational objectives and timely delivery of outputs.
* Build and maintain strong relationships with key media contacts, journalists and key opinion leaders to secure positive coverage and manage media enquiries.
* Support the business with crisis communications by preparing timely, accurate responses and advising internal stakeholders.
* Ad-hoc copywriting and content support as required.

EXPERIENCE, SKILLS & QUALIFICATIONS:

ESSENTIAL:

* Minimum 4 years proven experience in a PR, communications / content role in an inhouse or agency environment.
* Excellent writing skills with the ability to tailor content for different audiences and platforms.
* Strong understanding of media relations and solid experience managing press office functions.
* Ability to manage multiple priorities and work-independently in a fast-paced environment.

DESIRABLE

* Experience within education, public sector or not-for-profit.
* Familiarity with the UK political landscape and policymaking progress.

Job Holder’ signature

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

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

Signed on behalf of the OFG Group

Name: : \_\_\_Laura Hunt\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Title: Senior PR Manager

Signed: \_\_\_\_*Laura J Hunt*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_04.06.25\_\_\_\_\_\_\_\_\_\_\_\_\_