



PR AND MEDIA MANAGER

We're looking for a PR and media expert to lead in delivering our strategy and increase Spinal Injuries Association's reach and influence within the UK.

By securing relationships with key journalists and influencers, this role will educate and mobilise the public on the reality of living with spinal cord injury, and further enhance Spinal Injuries Association's standing as the expert guiding voice for life after spinal cord injury.

An introduction from the CEO

Dear candidate,

Thank you for your interest in joining this special charity with its vital role and unique culture. I hope that you find the following information useful in supporting your decision to apply.

The Spinal Injuries Association is committed to a singular vision: a fulfilled life for everyone affected by spinal cord injury. Everyone has a right to live a fulfilled life and that means the life they choose, a life that has the same opportunities as everyone else. We are the expert, guiding, voice for life after spinal cord injury.

We're the leading national charity supporting individuals who sustain damage to the spinal cord resulting in paralysis. We are a dedicated organisation providing high-impact, quality services for people with spinal cord injury and their families. All of our work is based on the personal experiences of our members.

Being a user-led organisation is important to us; more than 11,200 of our members, almost half of our staff and the majority of our trustees live with spinal cord injury.

You'll be joining the charity at a pivotal time in our development journey. Our passionate team are driving forward ambitious plans set out in a new 2030 strategy, to build on our success and achieve greater impact.

This post will play a critical role in achieving our ambitions.

We hope that the role inspires you and look forward to receiving your application.



Nik Hartley OBE

About us

SIA is the expert voice and leading source of information and advice for people affected by spinal cord injury (SCI). For nearly 50 years, we've been supporting people with spinal cord injury and representing the wider SCI community to government and other decision-makers.

Our Vision is

A fulfilled life for everyone affected by spinal cord injury

Our Purpose is to be

The expert, guiding voice for life after spinal cord injury

OUR GOALS

In 2023 we launched a new seven-year strategy, based around achieving three key goals:

- 1: A health and care system that works for people with spinal cord injury people
- 2: Double the number of SIA members accessing all the support and advocacy they need
- 3: A UK government and public championing our cause

OUR APPROACH (to achieve our goals)

- Provide critical health and care support for all people with SCI
 - Coordinate a network of support services nationwide
- Build vital specialist health & care expertise across the sector
 - Campaign for change

OUR VALUES (guiding everything we do)

- We will be Compassionate ...in our response to everyone who comes to us for help.
- We will be Inclusive ...not just in who we support and who works for us, but how we work.
- We will be Courageous ...bringing our passion, knowledge, skills and commitment to everything we do.
- And we will be Collaborative ...forging an ever-stronger movement of people and organisations.

[SIA website](#)

[Impact Report 2023](#)

[SIA Strategy 2030](#)

OUR KEY ACHIEVEMENTS 2022/23

Membership
of nearly

16,500

with a record 1,340
new people with
spinal cord injury
seeking our support



"SIA have always been a
source of reassurance,
advice and support with
all my enquiries. Cannot
recommend them enough."

*Relative/friend of person with
spinal cord injury*

More than

1,400

enquiries to our
support line



"The NHS are too busy and
waiting times for non-urgent
care are too long to be effective.
The service provided by the
SIA has been essential to me."

Person with spinal cord injury

Around 120

community group sessions

run for people with spinal
cord injury in their own
communities by
our support
network team



More than

1,600

support sessions
delivered to meet the
practical and emotional
needs of people with
spinal cord injury



Nearly

100 people with
spinal cord injury

supported
through our
counselling
service



Over 97,700

engagements on our social
media channels with **more
than 3,660 new followers**



"Brilliant website and so
useful to be able to seek advice
from professionals relating to
such a specialist subject."

Healthcare professional

Almost
750 healthcare
professionals

received training
and education
from our clinical
specialist team



"You give me strength and
help me believe in myself.
So very grateful to have
access to all SIA services.
Everyone is amazing."

Person with spinal cord injury

Over 110

emergency care plans (ECPs)
created giving people with spinal
cord injury greater confidence their
unique medical needs would be met
if they were admitted to hospital



Almost 600

responses to our
sector-leading
'What Matters?'
survey



"Essential practical, medical and
emotional support for the injured
person and family. You really
changed the outcomes for the
better. Thank you all so much."

Person with spinal cord injury

"I now have the confidence to improve
my routine and know I can get back
in touch if I need more help. I really
didn't know who to speak to about
my difficulties, so I just put up with
everything. You have made such a
massive difference to me."

Person with spinal cord injury

Over 750

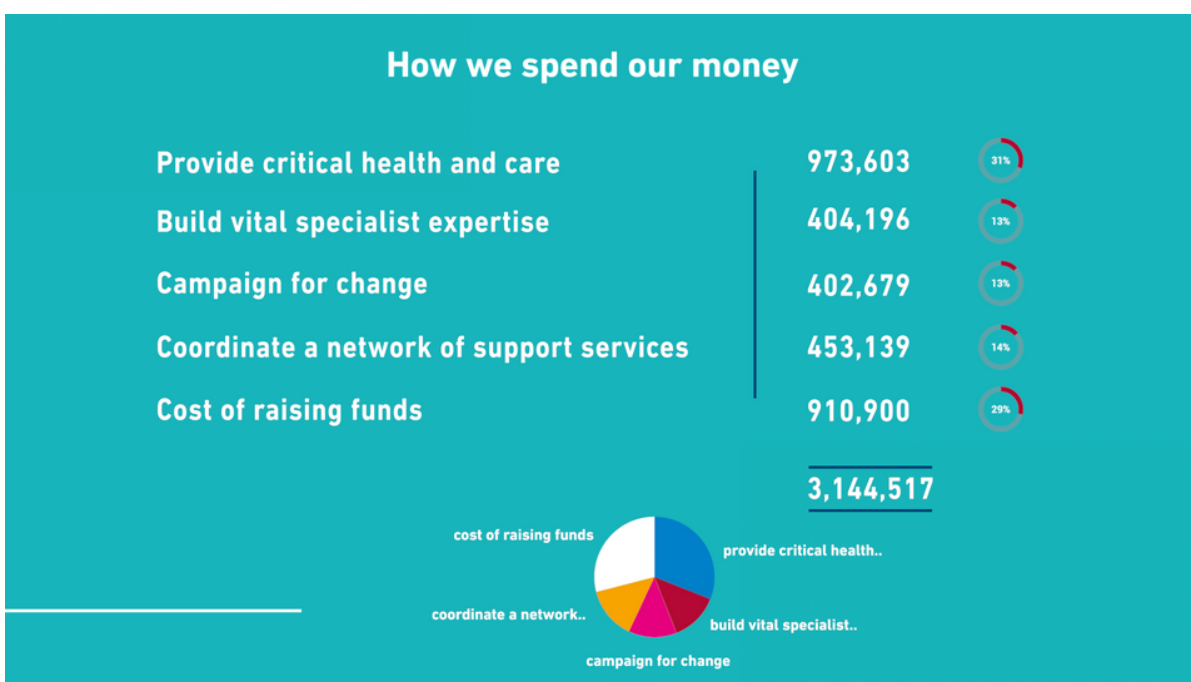
referrals to our
spinal cord injury
clinical specialist
service



BBC Breakfast News,
Channel 5 News, the
Daily Express and Daily
Telegraph – **just some of
the places our stories
appeared over the year**

What we do with our money

We are enormously grateful to everyone who supports us throughout the year. Here is what we do with our money:



From 2022/23 financial year

Role requirements

- Lead on the engagement plan for each of our ambassadors and influencers to increase their reach and influence.
- Lead on building relationships with key journalists and influencers so they come to SIA on all issues that affect people with spinal cord injury.
- Give strategic direction to case study creation and placement to generate and maintain interest, through timely stories relevant to lived experience and SIA's support.
- Identify and lead on reactive and proactive media opportunities where SIA could add comments to enhance our strategic and campaigning aims and/or tell the story of those we support.
- Build PR and media knowledge and confidence across the charity, including crisis comms.
- Identify key spokespeople in SIA and arrange media training.
- Be SIA's key contact for journalists.
- Monitor media coverage to build key metrics.
- Support the creation of a media forward planner for all key activities and opportunities – internal and external.
- Support with case study collation and distribution, ensuring this content can be accessed via the CRM in line with GDPR rules.
- Collaborate with the wider communications and campaigns team on awareness campaigns and campaigns for change.
- As the PR and media expert at SIA, lead on the provision of advice, guidance and support to colleagues across the charity on all PR and media matters.
- Oversee the content on the 'news and views' section of the website.

- Line manage the PR and media coordinator.
- Support the head of communications and campaigns to plan and budget annually.
- Manage media-related finances throughout the year.
- Report to the head of communications and campaigns on all aspects of the role who, in turn, reports to the senior leadership team and board.
- Collaborate with managers across the organisation to work towards our cross-functional strategic goals.
- Undertake training and development as discussed and mutually agreed.
- Administrate and organise own work to ensure accuracy, efficiency, and effectiveness.
- Undertake any other tasks, meetings, duties or projects which match with the general level of this post.

Person specification

Personal attributes	Essential	Desirable
Determined, proactive, energetic, and resilient professional	x	
Collaborative with high degree of integrity and diplomacy	x	
Committed to equal opportunities and valuing diversity in the workplace	x	
Goal-driven with a desire to achieve targets	x	
Proactive in taking full ownership of assigned projects and can work independently and as part of a team	x	
Committed to the importance of this role and to SIA's core values	x	
Able to work effectively and collaboratively with a range of stakeholders and service users	x	
Self-motivated and detail-minded, and possess a sense of urgency	x	
Knowledge, experience and skills		
Broad knowledge and experience in PR and/or journalism	x	
Experience of working in a press office and/or newsroom environment	x	
Experience of writing/editing for different audiences in all formats (press releases, messaging lines, web, social media etc)	x	
Experience of working with the media and building and maintaining relationships with them	x	
Experience of planning and delivering digital communications including web and social media	x	
Experience with content management and design packages such as WordPress, InDesign	x	
Experience of handling media requests	x	
Excellent writing and interviewing skills	x	
Strong communication skills	x	
Excellent planning, report writing, organisational and time management skills	x	
Good organisational, planning, and coordination skills	x	
Understanding of and/or lived experience of living or working with spinal cord injury		x
Knowledge of and/or working experience in the UK voluntary sector, in particular disability charities		x

Salary, hours and benefits

- Salary: £39,690 per annum.
- Contract: Permanent
- Hours: 35 hours per week, Monday – Friday. This role is based at SIA House, Milton Keynes. We offer hybrid working with the expectation of three days per week in the office.
- Annual leave: 28 days per holiday year plus bank holidays, increasing to 30 days after two years of service (pro-rated for part-time employees).
- Access to Group pension scheme (6% employer contribution).
- Access to Group life assurance scheme.
- Access to Healthcare cash plan.
- Access to Employee assistance programme (EAP).
- Employee volunteer days.
- Discounted gym membership at many top gyms across the country.
- Free car parking at SIA House.
- £500 personal training and development budget for all staff and ongoing support for CPD and professional qualifications where applicable.

Application process

At SIA, we value diversity. We are committed to providing an inclusive and supportive environment as we believe diversity fosters a more innovative, creative, and caring culture. We are striving to create a culture that fully represents all the communities we serve. We are an equal opportunity employer, and all applicants will be considered for employment regardless of race, age, ethnicity, religion, sexual orientation, gender, gender identity, family or parental status, or disability status. Disabled candidates who meet the standard job criteria will be offered a guaranteed interview.

For more information about the role please contact: Naomie Conway, head of communications and campaigns, n.conway@spinal.co.uk

In order to apply, please click [here](#). You will need to upload:

- Your CV.
- A cover letter outlining how your skills and experience match the job specification.

CVs without a cover letter will not be accepted.

Closing Date: Wednesday 27 March 2024.

Interviews: Wednesday 3 April 2024 at SIA House, Milton Keynes or online via Microsoft Teams.