



Job Description & Person Specification

Job Title:	Press, PR and Media Coordinator
Reporting to:	Director of Marketing and Communications
Salary:	£30-32k per annum
Hours:	Full time - 37 hours per week
Location:	Hybrid/Leeds

To apply:

If you are interested in the opportunity, please send your CV and a covering letter to recruitment@heartresearch.org.uk outlining how you meet the person specification by **Tuesday 1st July 2025**.

About Heart Research UK

Every five minutes someone dies from heart diseases in the UK, and it is likely that we will all be affected one day. At Heart Research UK we are tackling this problem head on. Our work focuses on developing lifesaving medical research to find new treatments and cures, delivering ground-breaking training and education, and helping communities to improve their heart health. We won't stop until there are no more deaths from heart diseases.

Our values:

Trustworthy – We do what we say we will and explain why if we can't. When people choose to give us their money, we ensure we spend it wisely on projects that are most important to those affected by heart diseases. We are clear about what we expect from our people, and we support them in work and life.

Ambitious – We want to bring an end to all heart diseases and on our journey, we want to help as many people as possible to live healthier and longer lives. We want to raise more so we can do more. We know that as a smaller organisation some people will stay with us for the ride while others will move on – we support the development of our teams so they can achieve their goals. We encourage new ways of doing things and know that we won't always get it right, but we will learn from everything we do.

Passionate – We believe in what we are doing, no one should die from heart diseases. We are doing everything we can to help save lives. We embrace emotion! We want to support everyone – to have innovative ideas that bring change and promote growth. Our people can be confident that we have their back, and they can enjoy their time with us.

Our people:

We are currently a team of 40 people and growing. There are currently six people in the Marketing and Communications Team. Since the pandemic, we have moved to a hybrid working model, with some of our team members working remotely, with occasional trips to our Leeds and Birmingham offices, and travel to events around the UK.

We look after our team and have developed a number of wellbeing initiatives to help support our staff. This includes regular wellbeing sessions which cover various themes such as sleeping well, nutrition and goal setting, as well as a range of other staff benefits.

This is an exciting time to join the charity as we have recently launched our new long-term strategy, building on our ambitions to make an even bigger difference to the lives of people developing or dying from heart diseases.

We are looking for someone to join our energetic, collaborative, and dedicated team. Someone who will contribute to our culture and have the drive and passion to help us achieve our ambitious goals.

Job Description

As our Press, PR and Media Coordinator, you will be responsible for planning and delivering a wide range of communications that contribute to the increased brand awareness of the charity, demonstrating the charity's impact and expertise throughout the press, both print and online, television and radio. This will include a wide range of PR activities including press releases, external communications, campaign coordination, events, and other promotional activities.

You will be working as part of a wider marketing team and reporting to the Director of Marketing and Communications.

Role responsibilities will include:

- Planning, researching, creating and distributing creative press content, including press releases and press pitches, arranging press conferences for events and campaigns, organising photo opportunities, interviewing case studies and identifying information related to the charities activity to support effective charity PR.
- You'll be responsible for proactively identifying outgoing and responding to media opportunities on a national and regional scale across various media channels.
- You will be comfortable organising interviews for internal stakeholders, providing them with clear, detailed briefs on a range of topics that are applicable for radio, TV, press and podcast interview opportunities.
- Responsible for developing and maintaining the dedicated Press, PR and Media strategy that will feed into the wider Marketing and Communications 5 year Strategy ensuring that it aligns with the charity's overall objectives.
- You will be able to demonstrate professionalism at all times and represent the charity when communicating with the media, members of the public, volunteers and supporters to underline the charity's core values.

- Alongside the Director of Marketing and Communications, you will play a key role in creating, planning and developing marketing and PR campaigns, delivering them from concept through to delivery. This will include compiling background research, outlining the issues, communicating sometimes complex language into easy-to-understand messages, liaising with journalists, producing copy and identifying the strongest possible case study to ensure the best possible exposure.
- You will be comfortable using press monitoring tools such as Cision, Veulio or Onclusive to monitor and report on results of campaign performance and feed this back to ensure future campaigns are as effective as possible.
- You will have overall responsibility for our digital PR and therefore have a good understanding of the relationship between press and online engagement, including managing media relationships, crafting compelling stories for online platforms, integrating social media platforms and leveraging digital channels to maximise media coverage and audience engagement.
- We have established strong connections with some key health and wellbeing journalists. We would want to continue to develop and build relationships with media contacts to increase the number of our incoming press requests and to assist us in push out our external facing messages to gain greater coverage. One of the key responsibilities would be to manage these relationships whilst building your contact list. Understanding which incoming press and media enquiries are appropriate for the charity's brand so that the charity prioritises highly valued inquiries that promote our brand, research and services.
- Experience of producing crisis communications and crisis management including media responses and prepared wording would be beneficial as you would be expected to work alongside the Director of Marketing and Communications in ensuring pre-event crisis communications were approved and signed off in advance.
- Maintain awareness of industry news and regularly update colleagues on key developments.
- Providing press and media insight and analysis to the charity's Leadership Team, whilst being able to assist in the development of quarterly reports and performance dashboards.
- To liaise with and develop long-term relationships with high-profile charity ambassadors and influencers.
- Undertaking any other appropriate duties identified by the Director of Marketing and Communications.

About you

We are looking for someone who is enthusiastic, creative, visionary, and passionate about making a positive change to people's lives via the mediums of press and media. You will have the ability to confidently communicate and interact well with people from a wide range of backgrounds. Excellent organisational, data interpretation and creative writing skills are essential for this role, as well as an ability to generate ideas and work closely with colleagues.

ATTRIBUTES	ESSENTIAL	DESIRABLE
Qualifications	A degree or equivalent professional qualification in marketing, English/journalism or a related communications field.	
Knowledge and Experience	<p>Previous press and media experience, whether through journalism or a PR / in house media role.</p> <p>A minimum of 3 years' experience within a busy organisation, working on multiple projects.</p> <p>Experience in building relationships with colleagues and journalists and managing media opportunities such as interviews, broadcast opportunities and photocalls.</p> <p>Excellent written skills and an ability to write compelling copy for multiple audiences, and media channels, often translating complicated information into a format that is easily understood by readers.</p> <p>Proficiency in researching, writing and distributing press releases to targeted media.</p> <p>Understanding of collating and analysing media coverage.</p> <p>Proven experience of writing and editing in-house magazines, case studies, speeches, articles and annual reports.</p>	<p>An understanding of public affairs and advocacy, with knowledge of the UK political and health policy landscape and the ability to support campaigns that influence decision-makers and promote the charity's mission.</p> <p>Interest in and enthusiasm for the charity's strategy and objectives.</p> <p>A shared commitment to our culture and values.</p> <p>To be able to bring a robust contact book to the organisation.</p> <p>Experience of planning, developing and implementing PR strategies and campaigns.</p>
Skills	<p>Ability to work to tight deadlines and to liaise with internal teams and external contacts to deliver campaigns successfully.</p> <p>Experience in identifying lucrative news stories within a campaign, or organisation and marketing them effectively.</p> <p>Ability to lead on own projects</p>	Evidence of producing compelling copy for a range of channels and publications

	<p>and to operate as part of a team.</p> <p>Aptitude to work autonomously while dealing with a heavy workload.</p> <p>An agile media mind, able to spot the key storyline that will maximise the possibility of media coverage and attract the attention of the media.</p> <p>An evaluative mindset, supporting continual improvement by analysing coverage and associated data from media activity.</p> <p>An ability to keep a calm head when faced with a reactive media situation in a manner that best protects the reputation of the charity.</p> <p>A thoughtful and empathetic outlook, able to engage with people affected by heart disease with sensitivity and respect.</p> <p>Ability to communicate clearly in writing, verbally and on the telephone to a variety of audiences</p>	
Attitude and work ethic	<p>Enthusiastic and highly motivated with a positive attitude.</p> <p>Responsible and reliable.</p> <p>Professional, outgoing and not phased by having to work with high-profile individuals.</p>	
Team working	<p>Excellent team player with experience of working collaboratively with colleagues in a supportive way.</p>	
Organisational and Operational Skills	<p>Experience of coordinating projects. Retaining strong organisational skills with a proven ability to work under pressure to meet tight deadlines. Ability to deal with a varied workload and able to prioritise.</p>	
Working with data and report writing	<p>Ability to analyse data and produce written reports. Working with confidential data in line with Data Protection legislation.</p>	