

Job Description for PR and Communications Manager

Reporting to: Director of Fundraising and Communications

Salary: £40,000

Location: Variety HQ, Camden Town, London (hybrid working, 3 days in the office per week)

Hours: 9am to 5pm

ABOUT THE ROLE

Variety is looking for a PR and Communications Manager to join our growing team and take responsibility for our communications strategy to support fundraising, programmes and brand activities. It is an exciting time to join the charity as we have laid the groundwork over the last year to improve our marketing and communication channels and have ambitious plans to double our charity size, to fund life-changing practical support for disabled and disadvantaged children and young people across the UK.

We have a new Director of Fundraising and Communications in place who you will work closely alongside, and your work will be across three areas: content creation including the website, PR and social media. Key to success is putting children's stories at the heart of our communication and you will need to work independently, guiding the Social Media Officer and freelancers, playing a key role in our collaborative and high-performing team.

ABOUT VARIETY

In the UK, there are more than 1.3 million disabled children and over 4 million children living in poverty. Variety exists to improve their lives. We believe every child has a right to live their best life and reach their full potential, whoever they are. We fund and deliver life-changing programmes that enhance their quality of life and give children and young people across the UK a better future.

Over the past 75 years we have supported over one million children by funding almost 6,000 Sunshine Coaches, almost the same number of wheelchairs, and giving thousands of grants to individual children, schools, youth clubs and other organisations for specialist equipment.

In addition, each year thousands of children take part in day trips, special events and educational activities as part of our Variety Great Days Out programme and every single day we are improving more young lives. We do it with practical, tangible help, that makes a real and immediate difference.

KEY RESPONSIBILITIES

- Content creation – identify and gather beneficiary stories and create compelling content for Variety's communication channels
- PR – develop a network of supportive media contacts and partners to effectively promote our work and proactively target journalists, writing and delivering press releases as needed
- Social media – oversee the social media calendar and have responsibility for the social content and channels. Have managerial responsibility for the Social Media Officer, ensuring content is planned in and comments are monitored with occasional weekend cover
- Interview beneficiaries of Variety, meeting family members, working with external agents (photographers, filmmakers) as necessary to give beneficiaries the best experience while gathering the most relevant information for story telling
- Produce stories with the Director of Fundraising and Communications in the best formats, ensuring brand compliance and accessibility
- Ensure consent is obtained at every stage of content gathering and materials are stored securely in line with GDPR legislation and Variety's privacy policy
- Monitor and analyse our channels to identify trends and areas to improve
- Work with the Director of Fundraising and Communications on marketing and brand awareness campaigns
- Attend Variety events, maximising engagement and representing the charity
- Manage the communications budget and ensure when using freelance or agency providers we have competitive rates
- Manage email marketing, including creating a monthly newsletter and expanding our reach by building our mailing list
- Manage the website content, ensuring brand consistency and working with external suppliers to manage any website improvements and SEO performance.
- Collaborate with programmes team attending Sunshine Coach presentations and Great Days Out to gather content when required
- Collaborate with the fundraising team attending partnership, challenge and social events to gather content when required
- Keep records up-to-date on Variety's shared drive and CRM system, manage the communications email inbox
- Participate in staff meetings, fundraising, programme and communications team meetings and contribute to the success of Variety's strategy

SKILLS, KNOWLEDGE AND PERSONAL ATTRIBUTES

Essential

- Three years' experience working on a charity communications team
- Experience managing digital channels and creating content
- Experience of writing and sending out press releases
- Excellent writing and communication skills
- Knowledge of comms analytics and creating reports to measure data
- Good organisational skills and multi-tasking during busy periods
- Enthusiastic, energetic, self-motivated and passionate about the Third Sector

HOW TO APPLY

Please submit your CV with a cover letter explaining why you'd make a great candidate for this role. Applications will close on Wednesday, 20 August at 5pm with interviews taking place week commencing 25th August and 1 September 2025.

Please let us know if you have any accessibility requirements or need any adjustments for the interview.

MAIN BENEFITS, TERMS AND CONDITIONS

25 days holiday (we also normally give between Christmas and New Year off, but this is not contractual). In addition, after one year's continuous service, there will be an extra 2 days annual holiday for every complete year of service, up to a maximum of five days' extra holiday.

Pension 7% ER contribution, Life Assurance 4x annual salary, Company sick pay scheme, medicash benefit.

EQUALITY DIVERSITY AND INCLUSION

Inclusion is one of our key values and it is our ambition to recruit great people from diverse communities. We welcome and encourage applications from suitably qualified candidates regardless of age, disability, sex, gender reassignment/identity, sexual orientation, pregnancy/maternity and or marriage/civil partnership status, race, religion or belief.