



ramblers
at the heart of walking

Media & PR Manager

JOB PACK



INFORMATION FOR APPLICANTS FOR THE POST OF MEDIA & PR MANAGER

Thank you for your interest in being our media & PR manager. This pack tells you more about the Ramblers, how we work, and details of the role and the people you'll be working with. It also gives information on how to apply.

About the Ramblers

The Ramblers helps everyone, everywhere, enjoy walking and protects the places we all love to walk. We are the only charity dedicated to looking after paths and green spaces, leading walks, opening up new places to explore and encouraging everyone to get outside and discover how walking boosts your health and your happiness.

Since 1935, the Ramblers have played a crucial role in:

- establishing National Parks;
- establishing the first National Trail, the Pennine Way;
- protecting paths and place them on definitive maps in England and Wales;
- getting access to the countryside, including the Land Reform (Scotland) Act 2003, securing ancient freedoms and the Countryside and Rights of Way Act (2000) which opened up a million hectares of countryside in England and Wales; and
- helping people to go walking on friendly, group walks and with our and quality library of self-guided routes.

We are as relevant today as ever before. Our programmes and activities are many and varied. We provide:

- Self-guided routes, including free, short routes for those new to walking;
- Led group walks, including free health walks for those who need a helping hand to get started;
- Outings, trips away and social events for our members;
- Information and education to the public on places to walk, safety and equipment;
- Advocacy and campaigning for a country designed for walking;
- Monitoring and inspection of the path network and rights of access; and
- Maintenance and upgrading of path network.

Volunteers are at the heart of everything we do. Other than small staff teams in London, Edinburgh and Cardiff, all our work is carried out by volunteers. Some 25,000 work 365 days a year, rain or shine, to deliver our mission.

This is an exciting time to be joining the Ramblers. In 2015, the Ramblers adopted a new vision and strategic framework. Under a new chief executive we are developing strategies, approaches and plans to help us achieve it. Come and join us, and be part of this vital period in our history.

Our vision and strategic framework

Our vision is a country where everyone enjoys the outdoors on foot and benefits from the experience. Over the next ten years, we will focus on three ambitions to help us make our vision a reality:

- **A country designed for walking**

We want everything to be in place in England, Scotland and Wales so we can all enjoy the outdoors on foot and benefit from the experience. This includes great places to walk; a true right to roam and path networks that connect people with communities, history, and nature; we want to ensure the right support from government, society, public and private organisations to help us achieve this. A walking country will enable and motivate more people to walk, as a means of transport, for their health and wellbeing, to help the environment or for the sheer joy of it!

- **Helping everyone find their feet**

Walking can take you anywhere. We want to provide the support and resources everyone needs, regardless of their age, background, fitness or mobility, to enjoy and benefit from walking outdoors. We want to help construct the national and local policies and programmes that give individuals and communities the opportunity to go out and walk, and we want to educate them about how walking can improve their health and wellbeing.

- **Connecting people through the Ramblers**

We want to improve the health and wellbeing of the public by providing our own communities of walkers with the best possible Ramblers experience. This includes leading high quality walks, facilitating outings and holidays that help people enjoy the best walking has to offer; producing expert resources so people can safely explore the outdoors themselves and connect with nature; and providing tailored support to individuals to help them progress from the sofa to the summits or the city street to the mountain peak.

We will do all this by leading from the front. Over the next ten years we will stand together with the outdoors community, inspire a new generation of walkers and continue to work in partnership to achieve our three ambitions.

Our priorities 2018-2021

As outlined in our strategic framework, we will “lead from the front” and invest in the five strategic priorities outlined below - to stimulate growth, to ensure continued value and relevance to our supporters, and to deliver our charitable aims over the coming decade.

We will invest in the five development priorities outlined below - to stimulate growth, ensure continued value and relevance to our supporters, and deliver our charitable aims over the coming decade.

- **Transforming our data, digital and insight capabilities**

We will create a suite of strategic capabilities including a data centre, insight hub, mobile apps and walk library with new creation and curation tools and a new website and communication system, to provide better insight and improved understanding of - and relevance to - our supporters. This work will be led by our Director of Data Transformation and her team.

- **Developing a regular cycle of major campaigns**

We will deliver regular campaign activities throughout the year and innovative, awareness-raising approaches, to reach out and proactively involve supporters with our cause and deliver on our policy aims across all three nations. This work will be led by our Director of Advocacy and Engagement (A&E) and his team.

- **Expanding support for volunteering**

We will develop our training, resources, policies and guidance for volunteers across the whole organisation. We will provide support for our walking activities, focusing on those delivering walks, path maintenance and area/group leadership volunteers. We will clarify and integrate our short health walks offer. This work will be led by our Director of Operations and Volunteering and her team.

- **Growing membership and associated income**

We will put our members at the heart of our work. We will diversify our income through partnerships with individual supporters and with organisations such as the People’s Postcode Lottery (PPL), Ramblers Walking Holidays, corporates and trusts; to continue to strengthen our financial position. This work will be led by our Director of Membership and Fundraising (M&F) and her team.

- **Improving internal infrastructure**

We will improve our in-house support systems (Finance, HR, telephony, video conferencing and remote access systems) through our Tapestry Programme. The upgrading of our foundational infrastructure will enhance our effectiveness and efficiency and help us deliver our mission. We will also develop a long term location strategy. This work will be led by our Director of Services and her team.

The operational priorities of the **engagement** team are:

- Developing and delivering a regular cycle of major campaigns which create seasonal focal points for engaging supporters with our cause.
- Promoting the work of the Ramblers and developing the Ramblers brand / positioning.
- Identifying and maximising opportunities for promoting our partner funded programmes.

Our governance

At the heart of everything we do are our members who support our values and deliver the vast majority of our work by volunteering their time and energy. At our annual gathering, General Council, volunteers elect a Board of Trustees who strategically run the charity on their behalf. Formally we are the Ramblers Association, but we operate as the Ramblers.

Whichever nation they call home, every member who joins us is part of Ramblers Great Britain. Ramblers Scotland and Ramblers Cymru operate independently but within the Ramblers GB family. Areas in Scotland and Wales elect a national council similar to the General Council. These councils elect an executive committee who set the strategic direction and policy for our work in Scotland and Wales. Our GB strategic framework and business plan are supported by equivalent documents for Ramblers Cymru and Ramblers Scotland.

Trustees delegate responsibility for the day to day management of the charity to our Chief Executive and her team.

The team

The Ramblers GB staff team comprises six directorates:

- **The chief executive's office** – provides overall leadership to the organisation, supports local area leadership teams and makes sure our charity is governed effectively.
- **Advocacy and engagement** – lobbies and advocates on behalf of walkers, campaigns to bring about change for walkers and engages supporters to help deliver our mission.
- **Delivery and development** – helps get more people walking more often through member and non-member products and services including group walks, self-guided routes and path maintenance activities; ensures a consistent approach to the management and support of volunteers across the charity.
- **Membership and fundraising** – understanding the needs of our members and supporters, to recruit, retain and motivate our members so that we benefit from their loyalty, support and involvement with the charity. To lead fundraising activities to enable the charity to remain free to deliver its charitable aims.
- **Data Digital and Technology** – driving change through designing, developing & deploying data & digital capabilities for staff & volunteers
- **Services** – provides underpinning infrastructure to support the delivery of our mission, through finance, human resources, facilities, ICT and member recruitment and retention.

There are also teams in Ramblers Cymru and Ramblers Scotland, reporting via their directors, to the chief executive. These teams deliver the business plan for their nation.

We have frameworks which set out how work is delivered across our GB and national teams, to avoid duplication and maximise our efforts.

Our directorate structure does not neatly map to our strategic framework pillars. As a small organisation with big ambitions, all our work is delivered in a genuinely cross-team, collaborative way. Whichever directorate you join, you will have the opportunity to contribute to delivering all aspects of our mission.

Whichever team they're in, and wherever based, our staff all have a few things in common – a passion for walking and the outdoors, a love for our volunteers, and a commitment and resilience to make ambitious plans happen in a challenging environment.

The Directorate

The advocacy and engagement directorate leads on developing and delivering Ramblers' policy and campaigns. We engage supporters with all aspects of our mission through inspiring communications and rewarding experiences. Our primary strategic priority is a country designed of walking, although we work across the full breadth of the Ramblers strategic framework.

Our business plan priority for 2017-2020 is developing a regular cycle of major campaigns which inspire and have impact for a movement of walkers.

The role

We are looking for a highly skilled **media and PR manager** to join our growing team in the **advocacy and engagement directorate**. This role reports to the **head of engagement**.

This is a senior role where you will lead the development of a growing media office and PR function, helping to raise awareness of the Ramblers mission and support the development of our brand.

This is a great opportunity for a skilled media & PR officer to take the next step in their career, helping to establish a media office and contribute to the broader strategic development of communications for Britain's walking charity.

The challenge

This is a time of change within the Ramblers, with new leadership both within the organisation and the directorate. This means it is also a time of great opportunity, as we seek to develop our strategy and our capabilities to ensure that the Ramblers continues to grow in relevance and support as Britain's walking charity.

It is important that you are adaptable, and able respond to change and uncertainty in a constructive and positive way.

We are looking for a proactive and passionate communicator who is able to identify and maximise opportunities to promote our charity, and help develop our brand and positioning.

At the same time you will need to be passionate about the outdoors as we are, with the confidence, resilience and commitment to ensure plans happen.

Success measures

You will be able to:

- Demonstrate that you understand and support the Ramblers' core values.
- Help raise the Ramblers profile through effective promotion in the media.
- Contribute to the development of the Ramblers brand and positioning through effective messaging and media marketing.
- Act as a leader within the engagement team, contributing to the broader development of engagement strategy.
- Identify and develop key relationships with journalists, potential partners, celebrity ambassadors and other relevant stakeholders to help further the Ramblers reputation and brand.
- Work proactively with colleagues across the organisation, including in Ramblers Scotland and Ramblers Cymru, to ensure alignment in messaging and to maximise opportunities for promoting our charity and furthering our mission.

Candidate application information

Initially please refer to the Role Profile (Job Description) below for this role to check that you meet the criteria in the "knowledge, skills and experience" section that are necessary for the job.

Then send us your CV and a covering letter/application form by midnight on Sunday 28 April 2019

Shortlisting – Monday 29/Tuesday 30 April.

Interviews – Tuesday 7 and Wednesday 8 May

This can be e-mailed to recruitment@ramblers.org.uk or posted to:

***Human Resources
Ramblers
2nd Floor Camelford House
87-90 Albert Embankment
London
SE1 7TW***

Any applications arriving after this deadline will not be considered for shortlisting unless there are exceptional reasons.

Candidates with disabilities and special needs

Please tell us if there are any reasonable adjustments we can make to assist you in your application.

If you have a disability, which you would like us to take into account, please tell us about this when you apply. Please let us know if we can help and remember that you can request information in large print or in a different format.

Guidance for CV and cover letter submission

Please send an up to date relevant CV including contact details of two referees. Note: - we will not take up references before short-listing. Please also complete our Equal Opportunities Monitoring form by downloading from the jobs section of our web page <http://www.ramblers.org.uk/jobs.aspx>

This job pack contains information about the Ramblers, the job vacancy and the person required. You should read these carefully to make sure that the job and conditions are suitable.

It is our intention to appoint the best candidate for every vacancy in accordance with our Equal Opportunities Policy. To do this fairly, within the overall recruitment process at stages throughout the process we will need all candidates to provide relevant information about themselves. This information should be based on the criteria listed in the enclosed person specification and which are regarded as essential to the job.

Providing a covering letter is the most important part of your application. It should be used to tell us how you think you meet the selection criteria listed on the knowledge, skills and expertise section of the job description. Draw particular attention to experience, skills, achievements and knowledge gained in past employment or other activities which are relevant to the job. It may be easier to use headings relating to the requirements detailed in the person specification and demonstrate how you meet them.

Ensure your covering letter is no more than 2 pages long (2 sides of A4).

Whilst the application is by CV and covering letter, the successful candidate will be required to complete the Ramblers standard application form on appointment.

Equal opportunities

The Ramblers is an equal opportunities employer. Candidates should note that our recruitment procedures are carried out in accordance with equal opportunities principles and selection is based on how well candidates meet the objective criteria, which are stated as the requirements for the job. We welcome applications from individuals regardless of race, gender, disability, gender re-assignment, marriage & civil partnership, sexual orientation and pregnancy or maternity

We ask that all candidates for this post complete the Equal Opportunities Monitoring Form available from the job page of our website - <http://www.ramblers.org.uk/jobs.aspx>, which will enable us to monitor the effectiveness of our Equal Opportunities Policy. The information is kept confidentially within the HR Department.

We regret that we are unable to acknowledge receipt of applications, but please telephone the HR Department on 020 7339 8500 if you want to check yours has been received. If you do not hear from us within four weeks of the closing date please assume that you have not been shortlisted.



ROLE DESCRIPTION

Job Title: Media & PR manager	Responsible to: Head of engagement
Department/Division: Engagement Team Advocacy and Engagement Division	Responsible for: Media and PR officer
Contract: Permanent	Full Time (35 hours a week)
Band: 5 (£40,000 – £45,000)	Location: Vauxhall, London
<p>Purpose of Role:</p> <p>The Media and PR manager will lead on and develop the Ramblers media office, raising awareness of the Ramblers mission and contributing to the development of our brand.</p> <p>We are looking for a strong leader who can bring creativity, ambition and collaborative working to the role, combining a strong nose for a story with a passion for planned, integrated communications.</p>	
<p>Media & PR</p> <ul style="list-style-type: none"> • Managing the Ramblers GB media office and all projects relating to the regional and national media programme. • Managing any media and PR officers and liaising and coordinating with communications staff in Wales and Scotland. • Responsible for developing and implementing the Media and PR strategy of the Ramblers and advising senior leaders on media opportunities and risk. • Raising awareness of the Ramblers brand and products by engaging media and ensuring delivery of consistent messaging. • Producing/overseeing the production of media releases/statements, briefing materials, video and audio and features material ensuring all content is of the highest standard. • Providing PR materials, training, advice and support to staff and volunteers. • Work with internal and external stakeholders to identify opportunities for coverage. Identifying matters on which the Ramblers should comment or act. • Delivering a first-class media relations service to journalists and other representatives through the delivery of a sector leading press office function, ensuring our voice is fully represented. • Acting as the point of contact for media requests, liaising with press contacts and journalists. • Identifying issues that could potentially damage the organisation’s reputation and recommending actions to mitigate this risk. • Overseeing the delivery of daily news monitoring and out of hours media cover, ensuring that the Ramblers is fully up to date on internal and external developments relevant to publicising our brand and mission. 	

- Developing quality content (stories, pictures, stats and other interesting material) for press releases, articles, web and other channels and be responsible for coordinating launches and media activity for cross organisational campaigns.
- Development/delivery of celebrity ambassador strategy to support the delivery of our annual cycle of campaigns and development of the Ramblers brand.
- Ensuring compliance with law as it relates to the role (e.g. copyright, PECR, GDPR).
- Contributing to cross-organisational integrated public engagement campaigns and development of the Ramblers brand and products.

Team

- Overseeing day-to-day management of one direct line report and, with the head of engagement, ensuring coordination within the campaigns and communications team.
- Motivating team members to maximise their contribution as individuals and as a team.
- Monitoring performance and assessing against personal and team objectives and KPIs.
- Working with digital and communications colleagues to produce an integrated PR strategy.

Decision-making

The media & PR manager will be responsible for the development and delivery of Ramblers strategies related to the management of media and PR, and celebrity ambassadors.

As a leader within the engagement team, they will play a role in the coordination of the team and oversee day-to-day management of direct line reports.

This post reports into the head of engagement, who has overall responsibility for the engagement team, Ramblers GB communications and brand.

Analysis and initiative

The media & PR manager will use their specialist knowledge and expertise to develop and deliver media strategies which raise awareness of the Ramblers and our products, maximise engagement and support the development of our brand and reputation.

They will be responsible for monitoring the Ramblers media and PR activity, using the learning to improve our ways of working.

This post will ensure any risks are identified and crisis media management undertaken where necessary, liaising with senior staff and trustees where appropriate.

Communicating

The media & PR manager will work collaboratively across the organisation to develop and deliver media strategies to raise awareness of the Ramblers brand. This includes coordinating communications activities and relationships across GB and with staff in the devolved nations.

They will develop and maintain strong relationships with stakeholders – both internally and externally – to help further the mission and reach of the Ramblers. They will be responsible

for identifying and developing new relationships and partnerships on behalf of the Ramblers.

People

The media & PR manager will create and maintain relationships with press, media and key external stakeholders, and be a spokesperson for Ramblers as necessary. As such they must have excellent interpersonal skills and be a skilled and effective networker and relationship manager.

As the PR lead within Ramblers, the post holder will provide expert advice and support on any press or media related queries and will ensure that all staff and volunteers are able to communicate Ramblers messages via social media, or when responding to media requests, in an accurate and appropriate manner. The post holder will also be responsible for mobilising and co-ordinating a network of volunteers who can communicate effectively about the charity.

The media & PR manager will manage the Ramblers press office and act as line manager for media and PR officers. They will ensure the team are coordinated, motivated and working collaboratively towards their individual and team goals.

Resources

The media & PR manager will provide input to plans that have budgetary implications. They will be responsible for managing media budgets and may have delegated responsibility for allocating physical resources and budgetary spend.

They will perform activities such as data input/collation or handling information or equipment in day to day work.

Knowledge, skills and expertise (person spec)

Essential:

- Significant demonstrable experience of working in a busy press office, with proven project management skills.
- Effective, creative, proactive: A proven track record of generating exceptional media coverage at local and national level.
- A demonstrable ability to develop and 'sell in' imaginative, newsworthy stories using own initiative.
- A track record of success in setting, managing and delivering media & PR plans.
- A comprehensive understanding of the UK's press landscape
- Demonstrable ability to understand and interpret complex information, repackaging it in an accessible way for a range of channels and audiences.
- Excellent verbal and written communications skills with portfolio of written work.

- Demonstrated flexibility, initiative and creativity.
- Proven ability to manage a range of internal and external stakeholder relationships and an expertise in developing and managing relationships with journalists.
- Able to work to tight deadlines in a dynamic and flexible environment.
- An appreciation of the role of social media in enhancing media relations.

Desirable:

- Experience of managing agencies and contractors in the delivery of media campaigns.
- Experience of managing celebrity ambassador programmes.
- Senior journalism skills and/or knowledge of news media.
- Experience of setting up and managing media partners.
- Experience of outdoor industry comms.
- A love of walking and the outdoors.

Key Contacts

Internal: head of engagement; communications manager; engagement team; membership & fundraising; volunteering and operations; policy & advocacy; Ramblers Cymru; Ramblers Scotland; trustees; Ramblers President

External: media outlets at a national and regional level, including print and broadcast journalists; Key celebrity contacts.

Other essential requirements for the role-holder

Ramblers is a member-led organisation, with the majority of work led by volunteers and all staff are expected to work closely with volunteers and to manage relationships with function specific volunteers. For example, campaigns staff work with campaigning volunteers, finance staff work with finance volunteers, walking operations staff work with walk leader volunteers etc.

Every member of staff is expected to show respect to their colleagues, our volunteers and members and to understand and adhere to the following:

- Ramblers Code of Conduct and Values
- Equality and Diversity Framework
- Health and Safety Policy
- ICT Security Policy

Staff should also ensure that they act in accordance with The Data Protection Act 2018 and the Privacy and Electronic Communications Regulations 2003, Fundraising Code of Practice, Ramblers financial instructions and UK employment law if applicable.

The details contained in the Job Profile, particularly the key responsibilities, reflect the content of the job at the date the document was prepared. It should be remembered, however, that it is inevitable that over time the nature of individual jobs will change; existing duties may be lost and other duties may be gained without changing the general character of the duties or the level of responsibility entailed. Consequently, Ramblers will expect to revise this job description from time to time and will consult with the post holder at the appropriate time.

Conditions of employment

● **PAY**

The commencing salary of this role is between £40,000 and £45,000 depending on experience.

Cost of living increases are normally applied, subject to approval, in October each year. Salaries are paid on the 28th of each month via bank credit transfer.

We do not pay a separate allowance to homeworkers.

● **WORKING HOURS**

The working week is currently Monday to Friday, 9am – 5pm. These may be varied by agreement with your line manager. For some roles, there will be occasions when these hours are exceeded for example some weekend working or a requirement to attend evening meetings. In such circumstances and in agreement with your line manager you may take reasonable time off in lieu. Overtime is not paid.

● **TRAVEL**

For some roles, there is a requirement to travel across the nations and to regional offices (Cardiff and Edinburgh). There may also be, on occasion, the need for overnight stay. Reasonable travel and hotel expenses may be reclaimed using via Ramblers expenses procedures

● **LEAVE**

Annual leave is 25 days per year plus paid holiday on statutory and other public holidays, this is pro rated for part time staff and staff on fixed term contracts. The Ramblers' office is closed on statutory holidays and from 24 December to 01 January inclusive. The office is also closed on 23 December when that day falls on a Monday; and on 02 January when that day falls on a Friday.

● **PENSION SCHEME**

All staff will automatically be enrolled into a Group Personal Pension Scheme as part of our requirement to meet automatic enrolment legislation. According to the statutory requirements, employees will see 2.4% of their earnings going to their workplace pension. In turn Ramblers will be obliged to add a contribution that is the equivalent of 2% of your earnings. Tax relief adds another 0.6%.

In addition, Ramblers currently offer a higher level of contributions at 6% of your basic salary, provided employees contribute at least 5%.

● **PROBATIONARY PERIOD**

All new employees will be required to undertake a period of probation for six months, in which time you will be expected to establish your suitability for the post. At the end of this period and subject to a satisfactory performance you will be transferred to the established staff.

● **RAMBLERS MEMBERSHIP**

All staff on successfully completing their probation get free Ramblers Membership. This gives you access to hundreds of group led walks every week, Ramblers Routes

online library as well as four issues of Walk magazine a year. In addition you will be entitled to a host of membership discounts and offers.

- **TRADE UNION MEMBERSHIP**

The Ramblers recognise the Union Unite. The Union has sole consultation rights within Ramblers for terms and conditions of employment and other matters concerning staff. The Ramblers encourages all employees to join the union.

- **FLEXIBLE WORKING**

After 26 weeks continuous service, Ramblers will consider applications for flexible working arrangements.

The Ramblers will enable as many jobs to open to job sharing as is operationally practicable.

- **SEASON TICKET LOANS, CYCLE TO WORK AND CHILDCARE VOUCHER SCHEMES**

The Ramblers operate a childcare voucher scheme (available upon joining), a season ticket loan and cycle to work schemes (available after 3 months service).