

## **MEDIA & PR OFFICER**

Job Description | December 2023

**Start Date:** As soon as possible

**Location:** Hybrid (with access to OHE's London office at London Bridge)

**Salary:** Competitive, with generous benefits package (Please contact [hradmin@apodi.co.uk](mailto:hradmin@apodi.co.uk) with any questions).

The newly created role of Media & PR Coordinator is an exciting opportunity to join the Office of Health Economics (OHE) and help us realise our ambitious plans to grow our reach, diversify our audiences, and enhance our impact.

You will support our Director of Marketing and Communications, working across the organisation, with our talented and committed team of health economists, to ensure our insights and expertise reach a wider audience.

We're looking for someone with proven experience telling an organisation's stories through a range of mediums and with a variety of audiences in mind. In particular, they should be comfortable working with the media and have a successful track record in securing coverage. The ideal candidate will be able to write compelling copy and know how to tailor a pitch for a variety of outlets and formats.

You will work closely with the Digital Marketing Coordinator to determine messaging, comms journeys, and campaigns for distinct audience groups, as well as managing campaign performance, and identifying insights to inform future strategy.

### **ABOUT US**

With over 60 years of expertise, the OHE is the world's oldest independent health economics research organisation. We are a team of 35+ mostly economists working to improve health care through pioneering and innovative research, analysis, and education.

As a global thought leader and publisher in the economics of health, health care, and life sciences, we partner with universities, charities, governments, health systems, and the pharmaceutical industry to research and respond to global health challenges.

As a charity and government-recognised Independent Research Organisation, our international reputation for the quality and independence of our research is at the forefront of all we do. OHE provides independent and pioneering resources, research, and analyses in health economics, health policy, and health statistics. Our work informs decision-making about health care and pharmaceutical issues at a global level.

All of our work is available for free online at [www.ohe.org](http://www.ohe.org)

### **ROLE SUMMARY**

- Plan, maintain, and deliver a media and PR strategy
- Run a proactive and reactive media relations function
- Provide media relations support to colleagues across OHE
- Play a key role in developing OHE's Style Guide and Tone of Voice and support implementation
- Develop our approach to monitoring and evaluating media and news activities
- Ensure coverage is delivering on KPIs and our successes and learning are showcased
- Work closely with our Digital Marketing Coordinator to ensure OHE produces engaging communication materials for digital and print
- Liaise closely with the External Affairs team on planning and PR for events.

## REQUIREMENTS

- Demonstrable experience in media relations, PR, or a similar, role
- Experience pitching, writing, editing, and distributing engaging press releases, response quotes, thought leadership pieces, and news stories, coordinating sign-off
- Experience monitoring the news agenda to identify relevant opportunities, contacts, and outlets, and work with colleagues to capitalise on them
- Ability to build relationships, confidently communicate with, and successfully sell stories and ideas to journalists from national media, trade media, and broadcast, in the UK and internationally
- Experience working on integrated comms campaigns, including owned, earned, and paid channels
- Experience planning and producing communications for a variety of audiences including content commissioning, curation, copywriting, and proofreading
- Experience supporting spokespeople in preparation for media and speaking opportunities
- Some experience managing external agencies to deliver PR objectives would be beneficial
- Some experience of working on public affairs campaigns would be beneficial
- Some experience with HubSpot or other CRM platforms would be beneficial.

## PERSONAL SKILLS AND ATTRIBUTES

- A keen nose for a story and how to shape it
- Excellent copywriting and proofreading skills
- Diplomatic and empathetic with strong listening skills
- Critical thinking and problem-solving skills
- Good time-management and organisational skills
- Able to think creatively and generate ideas to improve ways of working
- Sense of ownership and pride in your performance and its impact on the organisation's success
- Able to persuade and influence others, including experience developing and maintaining stakeholder relationships (both internal and external)
- A team player, who enjoys working across organisations to provide specialist communications support and guidance.

The OHE is committed to equality of opportunity. Anyone will be considered for a role within our organisation, and we welcome applications from all candidates regardless of background.

## HOW TO APPLY

If you are interested in this position, please email your **CV (no longer than two pages)** and **cover letter (1-2 pages)** explaining how you meet the requirements of the above brief to [hadmin@apodi.co.uk](mailto:hadmin@apodi.co.uk).

**Interviews and assessments will be held on a rolling basis, starting the week commencing 15th January 2024.**