

Job Title:	PR, Communications & VIP Engagement Manager
Reporting To:	Director of Marketing & Communications
Salary:	£39,428-£50,450
Hours:	37.5 hours per week
Duration:	Permanent
Location:	Alder Hey Children's Charity (based within the hospital), Liverpool / Hybrid-working

Job Purpose:	The Communications, PR and VIP Engagement Manager will lead the delivery of Alder Hey Children's Charity's public relations, media engagement and high-profile supporter programme, helping to strengthen the charity's reputation, raise awareness of its work and increase its impact. Working closely with colleagues across fundraising, marketing, advocacy and Trust communications, the postholder will develop and deliver proactive communications activity, secure positive media coverage and build meaningful relationships with celebrities, ambassadors, VIP supporters and public figures who can help advance the charity's mission. This role combines hands-on PR delivery with relationship management and strategic coordination, ensuring that high-profile engagement supports the charity's fundraising, awareness and advocacy objectives whilst protecting and enhancing the organisation's reputation.
Main Duties/Tasks	Communications Planning and Delivery • Develop and deliver communications plans that support fundraising, marketing, advocacy and organisational priorities. • Ensure consistent messaging across communications activity and support alignment with organisational narratives and brand positioning. • Contribute to integrated campaign planning and delivery. • Write and adapt content for press, web, supporter communications, reports and campaign materials. • Support the development of compelling storytelling that demonstrates the impact of the charity's work. Media Relations and PR • Identify, develop and deliver proactive PR opportunities. • Lead on and support reactive communications activity when required, working closely with senior colleagues and Trust Communications. • Draft press releases, media statements, briefing documents, opinion pieces and supporting materials. • Develop and maintain relationships with journalists, producers, broadcasters and media contacts. • Coordinate interviews, filming requests, photography opportunities and media events working closely with senior colleagues and Trust Communications. • Monitor media coverage and identify and lead on opportunities to enhance the charity's profile. • Support spokespeople with briefing and preparation where required.

VIP Engagement and Stewardship

- Lead the stewardship and development of the charity's portfolio of celebrities, ambassadors, VIP supporters and public figures.
- Identify and cultivate new high-profile supporters aligned with the charity's values and strategic priorities.
- Develop meaningful engagement plans that maximise long-term support and advocacy.
- Ensure supporters receive excellent stewardship and relationship management.
- Maintain accurate records of supporter engagement and activity.

Events, Visits and Campaign Amplification

- Coordinate celebrity, ambassador and VIP visits to Alder Hey and charity-supported activities.
- Support the delivery of cultivation events, launches, fundraising events and campaign moments involving high-profile supporters.
- Develop briefing materials, itineraries and visit plans.
- Work with colleagues across the charity and hospital to ensure visits are delivered safely, professionally and in line with safeguarding requirements.
- Integrate VIP supporters and ambassadors into fundraising, awareness and advocacy campaigns where appropriate.
- Identify and lead on opportunities for public figures, clinicians and supporters to help amplify key messages.
- Support and manage high-profile moments that increase reach, engagement and impact.

Communications Coordination

- Act as a key point of coordination between Marketing, Fundraising, Advocacy, Philanthropy and Trust Communications teams.
- Support consistent messaging and brand representation across all external communications.
- Work collaboratively with internal teams to identify opportunities to maximise profile and impact.
- Manage external suppliers including photographers, videographers and PR-related contractors where required.
- Help ensure all external communications enhance trust, credibility and public confidence in the charity.

Insight, Reporting and Evaluation

- Monitor and evaluate PR, media and VIP engagement activity against agreed objectives.
- Produce regular reports on media coverage, supporter engagement and campaign outcomes.
- Use insight and learning to continually improve communications activity and supporter stewardship.

Other Duties

- Be an outstanding advocate for Alder Hey Children's Charity in line with the core values of the organisation.
- Be an active and supportive member of the Alder Hey Children's Charity team, contributing to the team's development and working collaboratively with colleagues and volunteers.
- Attend and support events run by fundraising teams where required, including occasional out-of-hours working.
- Gain and maintain an in-depth knowledge and understanding of the charity's work, priorities and future plans.
- Any other reasonable duties as required by your line manager.

Person Specification

	Essential	Desirable
Qualifications, Knowledge and Experience	• Experience in a PR, communications, media relations or stakeholder engagement role. • Experience of developing and delivering successful PR campaigns and securing media coverage. • Experience of building and managing relationships with external stakeholders. • Experience of writing high-quality content for media, communications and public audiences. • Experience coordinating events, visits or public-facing activities. • Excellent understanding of media relations, reputation management and communications best practice. • Experience of efficiently managing and delivering a demanding and varied workload.	• Experience of working within a charity, healthcare or NHS environment. • Experience of managing celebrity, ambassador or VIP relationships. • Experience of working with broadcast media. • Experience of working with families and children and supporting them to share their stories. • Knowledge of children's health, healthcare or charity sectors. • Experience of supporting advocacy, campaigning or public affairs activity. • Experience of using a CRM system or database.
Skills and Attributes	• Commitment to principles of equity, diversity and collaborative working. • Excellent communications skills, both verbal and written across a range of audiences. • Excellent interpersonal skills with the confidence to engage with journalists, celebrities, clinicians, senior stakeholders and supporters. • Strong organisational and project management skills. • Ability to manage multiple priorities and work effectively under pressure. • A collaborative approach and ability to build strong working relationships across teams. • Self-motivated and positive attitude with the ability to work under pressure in a fast-paced environment. • Ability to work in a logical and organised manner and remain focused while adapting quickly to shifting priorities and emerging demands. • Ability to work effectively as part of a team as well as independently. • Understand the necessity of dealing carefully and within data protection legislation, with confidential matters, including handling both personal and business critical information. • Excellent IT skills including Microsoft packages.	
Additional requirements	• Strong interest in working for a children's health charity. • An understanding of and commitment to the values of Alder Hey Children's Charity. • The ability to communicate sensitively and appropriately with patients, families, supporters and donors.	

	Essential	Desirable
	• Willingness to get involved with activities across the Charity. • Willingness to occasionally work outside of normal office hours. • High standards of personal conduct, integrity and professionalism.	

Our Values

Here at Alder Hey Children's Charity, our values guide the way in which we work. By being courageous, working together, being passionate about our work, and making sure that we are creative in what we do, helps us to deliver the support necessary so that our hospital can continue to deliver the very best care for our young patients and their families. Our values are:

Courage: we try new things and take risks to innovate and drive forward new ideas. We have the courage to speak up and take a stance. We are accountable, responsive and responsible. We are unstoppable.

Together: we work together as one team, sharing our knowledge and learning. We work in partnership with patients, families, supporters and colleagues. We are respectful, celebrate diversity and empower each other to achieve our aims.

Passion: we are passionate about what we do and why we do it. We work together to share and grow. We inspire others.

Magic: we are fun, creative and child led. We create special moments, provide little extras and go further for our brave young patients.

In April 2025, the charity adopted a four-day working week policy, meaning staff previously working 37.5 hours a week are now working 30 hours a week to enable a four-day working week. We are confident that by embracing a more flexible and balanced approach to work, we can continue to create a thriving and fulfilling work environment while driving growth and success for our charity.

Note: This job description is intended to outline the general nature and level of work performed by employees within this role. It is not exhaustive and may be subject to change or modification as required by the needs of Alder Hey Children's Charity.

Alder Hey Children's Charity will make every endeavour to make any reasonable adjustments for applicants who require assistance in carrying out their duties due to a disability. Alder Hey Children's Charity is committed to equal opportunities and positively welcomes applications from all sections of the community. Alder Hey Children's Charity is committed to safeguarding children and vulnerable adults.

The post holder will be required to complete an enhanced DBS disclosure check.