



Job Description

Job Title	Media, Communications & PR Coordinator (Part-Time)
Responsible to	CEO
Direct reports	N/A
Working pattern	18 to 22.5 hours per week (flexible – to be agreed with CEO)

This role exists to shape and protect the public voice of Berkshire Women’s Aid. You will lead on media, PR and communications, ensuring our work, impact and values are clearly, sensitively and powerfully represented across all channels.

You’ll help us move from being known locally to being recognised, trusted and understood, while always centring survivor voice and safety.

What will you do?

Key responsibilities

Media & PR

- Lead on all media relations, acting as the first point of contact for journalists and external media
- Proactively pitch stories to local, regional and national media, aligned to awareness days, campaigns and policy moments
- Draft press releases, statements and reactive media responses
- Support the CEO and senior leaders with media briefings, key messages and interview preparation
- Build and maintain strong relationships with journalists, editors and partner organisations

Communications & Content

- Own the organisation’s tone of voice across all external communications
- Develop compelling content for website, newsletters and digital channels that tells our story clearly and safely
- Work closely with services teams to translate complex, sensitive work into accessible communications
- Manage and deliver a communications calendar aligned to campaigns, fundraising and service priorities
- Responding promptly to enquiries from prospective supporters and providing information, support and materials on request.



Brand & Reputation

- Protect and strengthen the Berkshire Women’s Aid brand, ensuring consistency across all materials
- Ensure all communications are trauma-informed, survivor-centred and ethically sound
- Support crisis communications where required
- Maintain a stock of banners, leaflets and other materials as required to support our fundraising activities, and liaise with suppliers to update designs and order new stock when required.

Collaboration

- Work closely with the Fundraising Coordinator to align messaging with appeals and campaigns
- Support internal communications where needed, ensuring staff and volunteers feel informed and connected

This list is a guide to the tasks of the role not exhaustive. We need someone in this role to respond flexibly to the needs of our services to survivors.

Person Specification	Essential or Desirable	Assessment Method*
<ul style="list-style-type: none"> Proven experience in communications, media or PR 	E	A/I
<ul style="list-style-type: none"> Excellent written and verbal communication skills 	E	A/I
<ul style="list-style-type: none"> Experience pitching to and working with media 	E	A/I
<ul style="list-style-type: none"> Strong judgement and confidence handling sensitive issues 	E	A/I
<ul style="list-style-type: none"> Understanding of safeguarding, confidentiality and ethical storytelling 	E	I
<ul style="list-style-type: none"> Ability to work independently and manage priorities with limited hours 	E	I
<ul style="list-style-type: none"> Experience within charity, public sector or advocacy settings 	D	A/I
<ul style="list-style-type: none"> Knowledge of violence against women and girls or related social justice issues 	D	A/I
<ul style="list-style-type: none"> Experience supporting senior leaders with media engagement 	D	A/I

***Assessment method:**

A: Application I: Interview

Notes

- 1) This post is subject to the Rehabilitation of Offenders Act (Exceptions Order) 1975. Due to the nature of our work it will be necessary for an enhanced disclosure to be made to the Disclosure and Barring Service for details of any previous criminal convictions which are not protected under the Act.
- 2) Occupational Requirement under Schedule 9 (part 1) of the Equality Act 2010 applies.

The purpose of this safeguarding policy statement is:

- to protect children and young people who receive BWA's services from harm. This includes the children of adults who use our services



- to protect vulnerable adults who receive BWA's services from harm.
- to provide staff and volunteers, as well as children and young people, vulnerable adults and their families, with the overarching principles that guide our approach to safeguarding.
- This policy applies to anyone working on behalf of BWA including senior managers and the board of trustees, paid staff, volunteers, sessional workers, agency staff and students.

