

**Recruitment Pack**

**Media & PR Lead**

**October 2021**

**Tommy's**  
Together, for every baby

Together, for every baby



## Welcome from Jane Brewin, CEO

Tommy's



Hi,

Are you someone with a passion to change the world? Do you think it's unacceptable that 1 in 4 families endure the heartbreak of losing a baby? Do you want to save babies' lives and give children the best start in life? If so, you may well fit right in!

There are 250,000+ reasons why Tommy's is important. That's the number of little lives lost through miscarriage, stillbirth and premature birth every year in the UK. We think that's unacceptable.

Our mission is to halve this number by 2030, and we're well on our way to achieving this. We're doing so by funding medical research to discover new treatments and implementing best practice around the NHS whilst empowering families with evidence-based pregnancy information.

For everyone here it's more than just a job. We all truly want the same thing: a world where pregnancy and birth is safe for everyone and babies have the healthy start they deserve. That's why Tommy's work is focused on reaching the most vulnerable women, and women who are at the highest risk of pregnancy complications and baby loss. This is predominately Black women, Asian women, women from other minority ethnic groups, women with underlying medical conditions and those who are the most socially disadvantaged in our society.

We want to make the UK the safest place in the world to give birth. But we can only do this by eliminating health inequalities in maternity care. Losing a baby in 2021 shouldn't be determined by where you live or by the colour of your skin.

How do we do this? Tommy's is a medium-sized charity but we think and deliver big. We are focused and professional in meeting our goals, but it's important to me that everyone maintains a healthy work-life balance and feels well looked after. The wellbeing and personal development of our colleagues is a priority for me and for the senior management team.

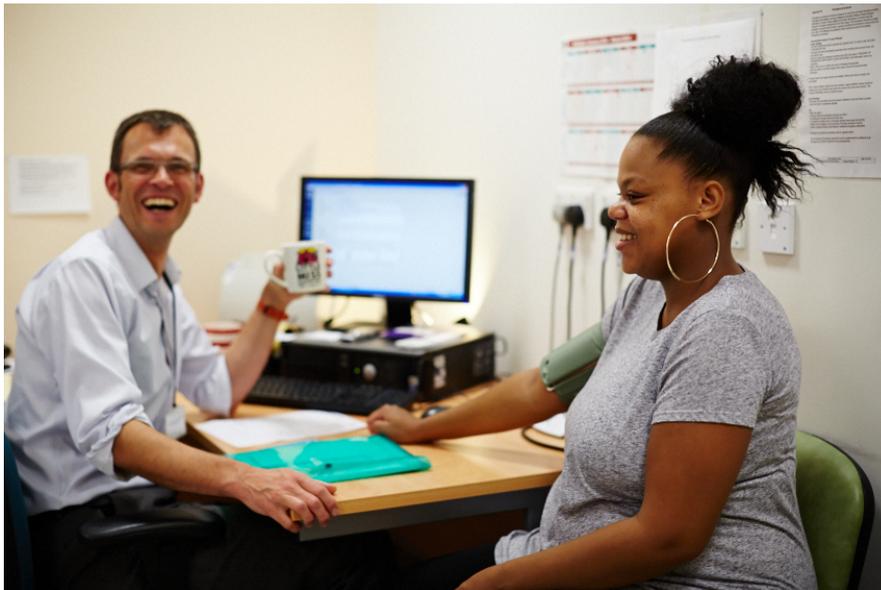
But don't just take my word for it. In our 2020 annual staff survey 86% or more of our people say their director provides good leadership, their department operates with integrity, their line manager recognises when they do a good job, and their role provides them with job satisfaction.

I hope you will consider applying and joining the Tommy's family.

A handwritten signature in blue ink that reads "Jane".

Jane Brewin, CEO

## A bit about Tommy's



Tommy's was founded in 1992 ago by two obstetricians at St Thomas' Hospital, frustrated that they couldn't answer that simple question asked by too many parents: 'Why did my baby die?'

We are the largest charity funding research into the causes of miscarriage, stillbirth and premature birth. We also provide information for parents-to-be to help them have a healthy pregnancy and baby.

### **Miscarriage and stillbirth should not be seen as 'bad luck'**

Parents who suffer from miscarriage, stillbirth or premature birth may have heard one or more of the following common phrases:

'It's nature's way'

'You've just been unlucky'

'At least you can get pregnant'

Would this be an acceptable thing to say to someone who has a long-term health condition or disease?

We are supported by people who refuse to accept that a baby's death is just 'one of those things'. The people who support us want to do something about the lack of research and information around pregnancy issues. Like us, they believe every parent has the right to a healthy pregnancy and baby.

### **Our research saves lives**

We fund 5 research centres in the UK that investigate causes and find treatments for miscarriage, stillbirth and premature birth.

Our research centres also have clinics where we provide specialised antenatal care for women who are at high risk of having miscarriage, stillbirth and premature birth. They also have an opportunity to be part of our research through taking part in trials for pioneering new treatments.

They are under the care of a team of people who have a huge amount of knowledge, experience and understanding of the psychological effects of pregnancy loss.

Together with our teams of scientists and clinicians, they are helping us provide the evidence that will make antenatal care better for all.

### **We support parents-to-be**

We feel it's important to provide free, accurate and up-to-date information for medical professionals and parents-to-be around healthy pregnancy. We do this through our PregnancyHub.

## Mission and impacts

Our mission is to halve the number of babies that die in pregnancy or birth by 2030, and to reduce the number of babies born prematurely. We believe we've got the formula right for achieving this, because of the positive impact we've had to date:

50%

Stillbirth rates have halved in the UK since 2000



We can now spot who is at risk and we have pioneered predictive tests and treatments to improve outcomes

90%

of women attending a Tommy's pre-term birth clinic take home a full-term, healthy baby

100%

of parents attending a specialist Tommy's clinic for parents who've experienced stillbirth take home a healthy baby



Our pregnancy information services reach 70% of all pregnant women



Our campaigns are reaching millions and prompting behaviour change that is saving lives



Tools and guidelines created by Tommy's have been taken up by the NHS and midwives UK-wide

## Future plans

Our biggest strategic objectives are:

- To select a new Tommy's national research centre which will focus on preterm birth and bring the UK's experts together to drive faster progress to improve pregnancy outcomes
- To build capacity and expertise in clinical research by investing in higher-value fellowships in order to answer the biggest questions in obstetric care
- To drive national policy to reduce inequalities in care and pregnancy outcomes
- To reach 100% of all pregnant women with our PregnancyHub

What's more, we want to better support partners, reach more men, tackle pre-conception health, drive more behaviour change to make pregnancy safer, continue to break the silence around baby loss and so much more!

## Benefits of working here



An overview of the full range of contractual and non-contractual benefits Tommy's employees can get.

- **25 days' paid holiday**, increasing by 1 day a year up to 30 days after you have been with us for 5 years. Paid bank and public holidays on top.
- **Buy up to 5 extra days of holiday**, and spread the cost over the whole calendar year if you want. No qualifying period – you can start this from Day 1.
- **6 'flex' hours to use each month** to suit your lifestyle. Come in late, leave early or extend the weekend to suit your lifestyle – just make up the working hours within the fortnight.
- **No long-hours culture.** Tommy's employees work hard within their contractual hours, but we strongly discourage late working. We value the quality and efficiency of your work – not the length of time you put in.
- Have a proper lunch break! We insist our employees have their lunch away from their desks, so you should always get a proper break. No one should work through their lunch at Tommy's.
- And 'health breaks' – have a long lunch (1½ hours), and just make up the time on the day. No special arrangements to make.
- Recognition of private time and space for prayer / religious observation - just speak to your manager.
- **2 weeks' fully paid Sabbatical** after 5 years' completed service
- Social committee. Breakfast club, book club, karaoke, cinema, or just a good meal out: all suggestions are welcome and everyone is invited to join in.

- **Be part of some of the greatest mass-sporting events in the UK** – our wonderful supporters run in the London Marathon and take part in Tommy’s ground-breaking London Landmarks Half-Marathon, as well as many other community events across the country. As a Tommy’s employee you’ll get to join in the fun and make sure our supporters have the best possible experience – and of course get Time Off in Lieu (TOIL) for the time you put in.
- Keep your work and home life separate. We like our employees to enjoy their personal life as well as their working life. No-one is expected to address work matters outside of working hours unless it’s a pre-arranged event.
- Career-development. All our employees are encouraged to join in career-development discussions. As Tommy’s goes from strength to strength, we want to know how you would like your career to grow with us. A quarter of our employees have been with Tommy’s for four years or more.
- Season-ticket loan scheme – or use the loan to buy a bike. Spread the cost of your purchase with an interest-free loan from Tommy’s, after your probationary period is completed.
- **Free eye tests** – get your sight tested and Tommy’s will refund the cost of the test. And there’s a £50 contribution from Tommy’s if you are prescribed glasses for computer work
- **Company sick pay.** We have a great attendance rate at Tommy’s, but if you’re sick after your probationary period you can qualify for up to 20 days’ full pay
- **Enhanced maternity pay.** No surprise here – babies are close to our hearts!
- Pension scheme. You’ll be enrolled within 3 months of your start date: stay in the scheme if you wish, or opt out if you prefer. Contribution rate is 4% employer/4% employee.
- Centrally located, attractive offices – with a wide range of shops, cafes and bars right on the door-step.
- Tommy's laptop and a mix of home and office working, depending on your role.
- **Brilliant people doing their jobs well!** This is who we are: come and talk to us!

## Equality and diversity

At Tommy's, we know how important it is to recognise and value differences in our employee team. That's how we can build a passionate, effective workforce who are all driving together to meet our vision to halve the number of babies who die during pregnancy and birth by 2030.

We are committed to making our organisation a place where everyone is treated fairly, has the same opportunities, is supported to achieve their very best and feels welcome, included and part of the Tommy's team.

Our Equality, Diversity and Inclusion group is at the heart of our workplace and strives to make Tommy's an organisation whose work and culture reflect the families that we work with, our supporters and the baby loss community as a whole.

We strive to create an inclusive culture where people feel valued, involved and appreciated, with a sense of belonging regardless of their differences. We aspire to achieve this by learning from peoples' lived experience, listening to their views, adjusting how we interact with our staff and reviewing processes, training and policies to ensure they align with our goal of being an inclusive employer.

### **Our vision**

*Tommy's is here for every baby, parent and parent-to-be. Whoever you are or wherever you live, everyone should be able to have a healthy pregnancy and baby and we want to bring about change so fewer babies die during pregnancy and birth. Black women, Asian women and women from other diverse ethnic groups are currently the most vulnerable and high-risk when it comes to pregnancy outcomes.*

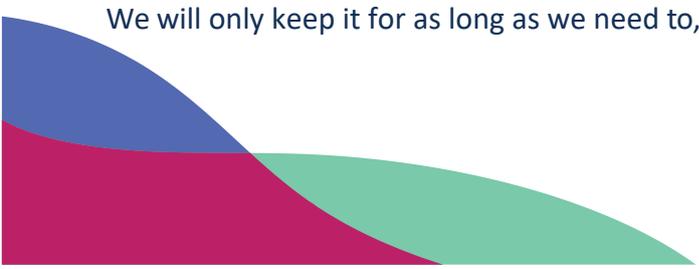
*Workplaces that welcome parents and pregnant people and are diverse in age, ethnicity, gender identity, marital or civil partnership status, race, religion and belief, sexual orientation, physical or mental abilities are better and more innovative organisations and more representative of those we seek to help.*

*Tommy's embraces and harnesses the talents, skills and experiences of everyone who wants to help us in our mission to make pregnancy and birth safer for all. We are determined to be an organisation that truly values what all people can contribute to our cause and passionate about helping everyone who needs our advice and support.*

Our recruitment process could involve one or more interviews; a written or oral assessment; and the online completion of psychometric questionnaires. If you are invited to an interview and you have a disability or condition which could impact on your ability to participate in Tommy's recruitment process, please let us know before your interview by emailing the Manager who is recruiting for this position.

We will be very pleased to make any reasonable adjustments to our recruitment process that are necessary to accommodate any long-term medical condition or disability you have. If you share such information with us, we will keep it confidentially, and we will only use it to make sure that we fulfil our employer responsibilities towards you.

We will only keep it for as long as we need to, and we will destroy it confidentially by shredding.



## Role details

Place of work	Nicolas House, 3 Laurence Pountney Hill, London, EC4R 0BB Mixed office and home working pattern
Salary	£35,000 - £45,000 - 'Manager' or 'Head of' depending on experience
Contract type	Permanent
Reports to	Marketing Director
Hours	Monday to Friday, 9:00am to 5:00pm or 9:30am to 5:30pm

## Job description and person specification

As Media & PR Lead, you will support our fundraising, brand and advocacy work by increasing our visibility through media, ambassador partnerships and compelling storytelling.

You will manage our PR activity across a wide range of topics from brand campaigns and fundraising, to health information, policy and research.

An expert communicator, you will respond to enquiries, deal with emerging issues and seek out new opportunities, working with senior managers across the organisation. As such, you must be able to build excellent relationships with key stakeholders, internal and external, and be able to work sensitively with Tommy's supporters and the wider baby loss community.

This role sits within the marketing, communications and policy team and you will be confident working across departments to find, gather and tell stories that drive our mission and showcase the work we do to improve maternity care and save babies' lives.

Ultimately, you'll be using your creative communications and PR skills to increase the number of supporters engaging with Tommy's, driving our mission to halve the number of babies lost during pregnancy or birth by 2030.

## Job purpose

The key objectives of this role are to:

1. Communicate and generate publicity for newsworthy research and pregnancy information, to improve understanding and build our credibility as an expert voice in the field
2. Deliver integrated PR support for key communications moments in Tommy's internal calendar, to help raise brand awareness across the media mix and increase engagement with our messages
3. Proactively secure at least 1 piece of national media coverage a month, to maintain steady activity covering a diverse range of topics and raising public awareness of all the pregnancy health issues we work on
4. Leverage traditional media channels to boost fundraising with media coverage of new products/events and supporter stories, to support Covid-19 recovery plan and strategic objectives for income growth
5. Build strong relationships with key journalists to ensure high quality coverage and key message saturation, in order to cut through noise in a busy media space and drive positive feeling towards our brand

## Key responsibilities

- Develop, implement and evaluate an integrated proactive PR strategy, working in partnership with the Chief Executive and Marketing Director
- Lead on Tommy's research communications:
  - Work with research centres to co-ordinate and deliver coverage for newsworthy publications and activities
  - Communicate research centre activity internally and externally, working with Tommy's Research Manager
  - Work with research clinics and marketing colleagues to develop and maintain relationships with families willing to share their experiences as media case studies
- Create, deliver and evaluate high profile PR campaigns which use multiple channels and outlets to inspire the public and generate support for Tommy's mission
- Lead on PR elements of Tommy's brand and PregnancyHub health information campaigns
- Manage the Tommy's press office and media relations functions: sourcing news stories; drafting press releases, news stories, blogs and comment pieces; managing reactive media requests; training and briefing spokespeople
- Build relationships with media outlets and journalists to deliver high-quality media coverage which meets Tommy's organisational objectives
- Collaborate effectively with agencies and external stakeholders to deliver projects
- Work with the Senior Management Team to manage Tommy's reputation and position us as the leading charity in the UK funding research into the prevention of baby loss
- Evaluate all activity in line with Tommy's culture of innovation
- Be a visible, proactive member of the Tommy's marketing team, working collaboratively across departments within the organisation to help meet their needs
- Work within the Tommy's brand guidelines and ensure our brand identity is maintained at all times and all marcomms activity is on brand and uses the appropriate tone

## Challenges

The role demands quick responses to enquiries and emerging issues while simultaneously keeping long-term projects on track and seeking out new opportunities; this requires careful time management and often involves balancing the needs of various stakeholders which don't naturally align, such as journalists with urgent deadlines and bereaved parents with limited time/energy, or colleagues with other priorities internally whose input is vital for successful media outcomes.

Working directly with Tommy's research centres and researchers, a good degree of scientific literacy is required as content is often created with a specialist audience in mind and needs to be repurposed for charity staff and the public.

The wider marketing team can provide support in places but this is ultimately a standalone role, with tasks often dictated by external news or internal calendars, so flexibility and strategic prioritisation are key.

## Skills required

Tommy's core skills

- Microsoft Office suite so no further training is needed to do the job
- CRM database skills (preferably Raiser's Edge)
- Project management skills
- Excellent written skills, with the ability to turn around a news story or comment at short notice and under pressure
- Outstanding verbal and written communications skills
- Excellent editorial judgement
- Ensure our supporters are communicated with sensitively and efficiently
- Ability to meet deadlines and prioritise when working under pressure on several projects
- Able to work independently and take ownership for the delivery of projects

## Person specification

Skills/Experience Required	Essential	Desirable
<b>Qualifications</b>		
Degree educated or relevant professional qualification		X
<b>Experience</b>		
Significant experience in a media relations role (5+ years) with strong examples of creating news or obtaining significant coverage on initiative	X	
Proven experience of planning and evaluating multi-channel PR activity alongside wider brand and marketing campaigns	X	
Successful track record in devising and implementing proactive PR campaigns for high profile organisations	X	
Experience communicating research to different audiences	X	
Experience translating scientific papers and activity into press releases and news stories		X
Experience working in a health charity or on health information campaigns		X
Experience of working with case studies and personal stories	X	
Experience of working with celebrities and/or influencers		X
Experience working on policy and influencing campaigns		X
Experience working with hospital and university communications teams		X
<b>Qualities, skills &amp; knowledge</b>		
Outstanding verbal and written communications skills, with the ability to turn around a news story or comment at short notice and under pressure	X	
Ability to work independently and take ownership for the delivery of projects	X	
Excellent editorial judgement	X	
Ability to meet deadlines and prioritise when juggling several projects	X	
Strong relationships with UK broadcast, online and print media	X	
Ability to build relationships with and influence stakeholders across the organisation, including at senior level	X	
Understanding of UK media markets - audiences, formats and outlets etc.	X	
Ability to manage projects with cross-department and agency collaboration		X

CRM database skills (preferably Raiser's Edge)

Ability to upload news stories through a website CMS (e.g. Drupal)

Some knowledge of SEO principles when drafting website news stories or comment pieces

X

X

X

Motivation	Driven and loyal	Takes pride in achievement and in Tommy's success. Shows determination and personal commitment to achieve Tommy's goals and plans. Is loyal and dutiful. Takes actions and makes decisions to benefit Tommy's, rather than personal interests.
	Takes ownership	Takes personal responsibility for completion of tasks to a high standard, irrespective of challenges encountered along the way. Focuses on the end goal, spots difficulties and addresses them before they become a threat. Concentrates on a task and sees it through to completion. Is self-directing and uses initiative. Wants the freedom to do his or her job without undue supervision or direction.
	Work ethic	Accepts workplace rules. Is punctual and reliable. Places a high value on working hard and doing a good job. Very dedicated to meeting what is expected of him or her. Is self-disciplined. Has realistic expectations of Tommy's. Behaves professionally.
Personal	Resilient	Is robust and stable under pressure. Shows resilience in a range of situations. Bounces back from disappointment or rejection, is sanguine and stoic. Manages personal stress: identifies own stress triggers and has strategies for successfully managing them.
	Intelligent	High level of verbal and numerical intelligence. Ability to acquire understanding and absorb information rapidly.
	Organised and detail-conscious	Consistently and conscientiously delivers good attention to both strategic and administrative detail. Organises resources, prioritises key issues and implements projects effectively.
	Self-aware and open	Can appreciate personal strengths and weaknesses and acknowledge the validity of others' views. Has emotional intelligence. Continually improves skills and workplace behaviour. Shares perceived truths honestly and appropriately at work, without secrecy. Gives and receives feedback tactfully and open-mindedly. Continually develops skills and workplace behaviour.
Interpersonal	Communication	Listens and lets others speak. Communicates fluently, orally and in writing. Writes clear, well-organised documents with appropriate vocabulary and grammar. Keeps others informed.
	Persuasive	Is appropriately assertive. Has presence and is credible. Can influence others and sell ideas.
	Team-oriented	Co-operatives with and supports colleagues and customers. Builds positive, collaborative working relationships.

## Tommy's values

### **Determination**

Going above and beyond

### **Compassion**

Putting ourselves in their shoes

### **Togetherness**

We're in this together

### **Progression**

Driving change

## Data protection

Tommy's collects information about its job applicants, employees and others. Such information is collected and used fairly, stored safely, not disclosed unlawfully and destroyed when it is no longer required.

A copy of Tommy's Employee Data Protection and Privacy Policy, including Retention of Employee Records, is available on request from Tommy's Data Protection Officer.

## Find out more

[tommys.org](http://tommys.org)

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