



RIGHT TO
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PR & Communications Manager Job Spec October 2025

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Job Details

Title: PR & Communications Manager

Reports to: Senior Marketing, Media & Communications Lead

Contract type: Permanent

Hours: Full Time 37.5 hours per week Monday-Friday

Salary: Grade Range Grade 3, £35,711- £38,622 (5% employer pension contribution, Mediacash and group life assurance, 27 days annual leave per annum for FTE plus bank holidays)

Location: Contractually based from our Liverpool office, with some flexibility to work from home, subject to business requirements and line manager approval. Travel across UK as required.

How to Apply

To apply for this position, please submit a CV, PR portfolio and supporting statement and including your motivation for applying and how you meet the criteria for the role to recruit@righttosucceed.org.uk by **9am Thursday 13th November 2025**.

Your supporting statement must not exceed two pages and should cover your motivation for applying for the role and how your skills and experience meet the criteria outlined in the Person Specification. This is also your opportunity to demonstrate the written communication skills that will be necessary for the role.

We would also like to see a portfolio of pr pieces to showcase your career highlights. This can be provided in links to articles or a folder of press releases.

Right to Succeed reserves the right to close this vacancy earlier without prior notice. This decision may be made for various reasons, including but not limited to changes in business needs or the identification of a suitable candidate. Candidates are advised to apply as early as possible. If you need any advice or guidance on what to include in the supporting statement, please contact recruit@righttosucceed.org.uk.

Timetable

1st interview - **18th November 2025**

2nd interview & Presentation - **25th November 2025**

These dates may be subject to change.

Queries

For queries about the role or, for additional information, please contact: recruit@righttosucceed.org.uk



About Right to Succeed



We launched in 2015 with a mission to bring a coordinated effort to remove the barriers facing young people. We are now working collectively with schools, colleges and local authorities in Blackpool and Rochdale, to help build an inclusive education system where every child is supported to succeed. In September 2021 we launched our first whole-system improvement programme with the community in North Birkenhead later rolling out similar place-based programmes in other areas of the Liverpool City Region.

We are still a young charity, turning 10 in march 2025, but we are starting to see significant impact in our partner schools, and across the communities we serve and are have developed an impact measurement framework to help demonstrate the power of collective working. For more information visit our [website](#) and [YouTube channel](#).

Our Journey

2015

We launched in 2015 with a mission to bring a coordinated effort to remove the barriers facing young people.

2019

RtS starts Literacy & Inclusion programmes in Blackpool, Doncaster, Northern Ireland and Manchester.

2021

September 2021 we launched our first whole-system improvement programme in North Birkenhead called Cradle to Career.

2023

Cradle to Career begins roll out across Liverpool City Region in Halton Lea and Northwood. Whilst Central Great Yarmouth programme thrives.

2024

Greater Manchester programmes in Rochdale and Tameside return incredible first year impact And discovery begins in Speke for Cradle to Career extension.

2025

RtS turns 10! And talks begin to expand Cradle to Career Model into West Midlands region.

Working Collectively to effect change

Right to Succeed supports communities in areas of high deprivation to work collectively to give children and young people the best start in life. We do this because we believe every child deserves the right to succeed, no matter where they live. We bring together residents, professionals and decision-makers to co-design a programme that is bespoke to the needs of the local community. We call this way of working *place-based change*.

How we work

Our Theory of Change sets out the steps that we take in order to effect change. The target beneficiaries are the children and young people living in the communities

Together with local residents, professionals, and leaders, we:



Our work ultimately benefits children and young people by creating:





PR & Communications Manager Role

The role of the Public Relations & Communications Manager

Thank you for your interest in Right to Succeed. We are excited to be recruiting a PR & Communications Manager to build on the great work the charity is doing and to help us achieve even more.

Right to Succeed is looking for a committed and highly skilled communications professional for the exciting position of PR & Communications Manager. The post holder will play a pivotal role in supporting our plans to grow our brand awareness and visibility of our work to a range of external stakeholders, supporting us to grow our influence and roll out our collective working approach to more communities across the UK where young people experience educational and social disadvantage.

This is an exciting time to join the communications team at Right to Succeed. We are embarking on an innovative 5-year strategy, that is re-shaping the way we deliver our communications. It is a great opportunity to shape the future of this work, whilst making a real difference to the most disadvantaged young people in the country.

As the PR & Communications Manager, you will be responsible for the planning and implementation of Right to Succeed PR strategy, and the development of our media relationships networks. This includes all press and digital opportunities as well as supporting the development of in-house platforms that amplify the voices of our collective partners.

We are growing quickly, and expect that to continue for the next few years as place-based change becomes a national focus. Now is an inspiring time to join Right to Succeed and help us transform outcomes for children. We are keen to encourage applications from those with lived experience of overcoming one or more of the issues our programmes seek to address, as we understand the extra value that this brings to understanding our programmes.

We look forward to meeting you.

Yours sincerely,



Graeme Duncan, Chief Executive



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Key Responsibilities

The core objectives of the role include, but are not limited to:

Public Relations

- Develop a PR plan including strategy, goals, budget and tactics
- Develop media relations strategy, seeking high-level placements in print, broadcast and online media
- Key point of contact for media enquiries and interview requests, ensuring that our internal and external communications align with our broader strategic goals.
- Coordinate all public relations activities
- Direct social media to engage audiences across traditional and new media
- Create impactful press releases and other supporting media materials
- Build relationships with thought leaders to grow industry awareness.
- Use Cision One for media monitoring and feedback quarterly analytics
- Issues & Crisis management – spotting potentially negative issues and preparing for them; reacting quickly to issues as they occur and dealing with them in an effective and timely manner.
- Manage relationships with external partners and oversee their promotional activity relating to their key messages.
- Maintain a keen understanding of industry trends affecting partners, funders and decision makers and make appropriate recommendations regarding PR strategy surrounding them

Communications

- Contribute to the development and refinement of the Right to Succeed voice, key messages and identity
- Develop and implement annual communications plans
- Work alongside programme and data departments to produce annual impact reports
- Leverage data and insights to craft compelling stories and elevate our expertise in the industry
- Develop and update communications toolkits for internal staff to use to support consistent media presentation, and toolkit elements for specific fundraising activities and campaigns that can be used internally and also shared with partners and community leaders
- Collaborate with the wider team and programme teams to ensure our events and activities reach the widest possible audience.
- Stay updated on industry trends and implement best practices
- Work alongside the Data, Design and Partnership teams to support research reports and partner communications.
- Evaluate the impact of communication activities and use insights to continuously improve strategies.

Please note the critical responsibilities of this role are described above. They may be subject to reasonable changes from time to time in line with business needs.

Who we're looking for

Experience (essential)

- Proven working experience in public relations required
- Experience in communications management
- Proven track record designing and executing successful public relations campaigns at both a local and national level
- Strong relationships with both local and national business and industry media outlets
- Experience in acting as a company spokesperson; comfortable and skilled in both broadcast and print media interviews

Experience (desirable)

- Minimum 5 years experience in a Public Relations or Communications role
- Full Clean UK Driving License

Skills (essential)

- Exceptional writing and editing skills
- Proficiency with Microsoft Office (Excel, PowerPoint, Word)
- Proficient use of Adobe Creative Cloud (Photoshop, InDesign, Premiere Pro)

Qualifications(essential)

- BA/MA degree in PR, Journalism, Communications or related field.

Key Behaviours for the role:

Our Values	Key Competency 1	Key Competency 2
Commitment	<i>Deliver excellent service to our schools and partners</i>	<i>Work as part of a team committed to delivering a mission</i>
Integrity	<i>Uphold principles and values</i>	<i>Following through on responsibilities</i>
Humility	<i>Approach our work with professional curiosity</i>	<i>Demonstrate learning and the application of your learning</i>
Curiosity	<i>Willingness to positively question operating norms</i>	<i>Passion for identifying and trialling innovative solutions</i>
Collaboration	<i>Building effective relationships</i>	<i>Influence and negotiate the conditions to create impact</i>

Equal Opportunities

Right to Succeed is an Equal Opportunities Employer and is committed to ensuring no candidate or employee receives less favourable treatment on the grounds of age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, religion or belief, sex or sexual orientation.

Diversity and Inclusion is critical to our success and we actively seek to recruit, develop and retain talented people from a diverse candidate pool. We particularly encourage applications from those candidates with lived experience of the issues our programmes seek to address as we recognise the value this adds to the delivery of our services.

As a Disability Confident employer we would encourage any applicants who need assistance or alternative versions of our recruitment pack to get in touch so that we can help. We're proud to be an organisation that is aligned to the 'happy to talk flexible working' campaign and will positively consider all applicants who wish to discuss flexible working arrangements.

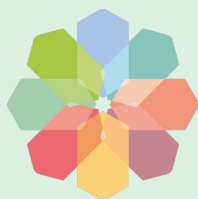


Background Checks

Due to the nature of the role and the work Right to Succeed carries out we will ask the successful candidate to complete an Enhanced DBS check and any offer of employment will be subject to this background check, along with references from previous employers and checks on their right to work in the UK.

As an equal opportunity employer Right to Succeed does not discriminate against those with criminal records and any information disclosed on the background check will only be considered against the risk that could be posed to our staff members or the recipients of our work, and we comply in principle with the DBS Code of Practice.





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