



National Day Nurseries Association

***Brighter thinking
for early years**

Job Description PR & Policy Officer

Responsible to: PR & Policy Manager
Salary Band: Band C
Location: Head Office/Hybrid
Hours: 27 hours per week

National Day Nurseries Association (NDNA) is the national charity and membership association representing children's day nurseries across the UK, giving them information, training and support, so they can provide the best possible care to young children. NDNA is the voice of the day nursery sector, an integral part of the lives of nearly one million children and their families. NDNA works with local and national government to develop an environment in which quality early years education and care can flourish. Putting children at the heart, through its quality and innovative approach, NDNA is continually developing new services to meet the needs of early years providers and their workforce.

Main purpose of the job

NDNA's Policy and Communications work is critical to ensuring that we are at the forefront of the debate on early years education and childcare. The post holder will help secure high quality media coverage as well as supporting our policy development and political influencing work. Working with the PR & Policy Manager, the post holder will take responsibility for monitoring media coverage, creating engaging content for press releases and news features, as well as supporting the Director of Policy and Communications with stakeholder engagement and policy research.

Main Duties

- Support PR Manager to deliver NDNA's media relations strategy to ensure effective communication of key messages to target audiences via the national and trade press, and social media
- Identify and create print, broadcast and digital opportunities for maximising the reach and impact of NDNA's key messaging
- Support NDNA's advocacy work to increase awareness of early years policy priorities among politicians from all parties
- Develop work programmes and undertake research to explore policy issues as agreed with the senior management team
- Liaise with press and media contacts to maximise NDNA's positive exposure and coverage across UK national and trade media
- Manage the day-to-day operation of NDNA's media and policy contacts, particularly with compiling and maintaining a library of contact details
- Monitor the media and respond promptly to new developments, compiling and circulating information about NDNA's media impact

- Develop and maintain contacts with members, early years organisations, policy institutes and think tanks
- Support in finding suitable nurseries as case studies and spokespeople for the press and broadcast media
- Assist with internal and external speaking engagements from researching possible external speakers and supporting their involvement at NDNA events, to briefings and preparation support for NDNA spokespeople with media and public engagements
- Publish NDNA's press releases and comments on the website and circulate to relevant members and NDNA stakeholders
- Write and produce material for NDNA's member magazine *Nursery News* as well as other member communications and publications
- Contribute towards the delivery of NDNA's social media presence using emerging technology for effective stakeholder engagement and supporting the work of colleagues in this area
- Contribute to developing NDNA's research programme, including compiling and publicising surveys, analysing results and writing reports
- Support NDNA to deliver high quality policy outputs, including contributing to consultation responses and parliamentary briefings as appropriate
- Any other duties reasonably requested by line management and commensurate with the post.

In carrying out the duties and responsibilities set out within the job description and in the context of developing working relationships with others, the post holder will be expected to demonstrate commitment to and comply with all of NDNA's policies and procedures.

Personnel Specification PR & Policy Officer

Criteria	Identified by
QUALIFICATIONS	
<p>Essential</p> <ul style="list-style-type: none"> Educated to degree level in relevant area such as journalism or public relations or equivalent prior experience in a similar role 	CV
RELEVANT EXPERIENCE	
<p>Essential</p> <ul style="list-style-type: none"> Experience of writing for diverse audiences (e.g. member bulletins, newsletters, social media content, briefing papers, press releases, articles) Data analysis – drawing results, trends and conclusions from qualitative or quantitative data sources <p>Desirable</p> <ul style="list-style-type: none"> Experience of writing for publications, social media or websites Research design – producing research questions to support policy analysis or proposals Experience of working in a communications, media or political engagement environment 	CV/ Interview
SKILLS & ABILITIES	
<p>Essential</p> <ul style="list-style-type: none"> Outstanding communication skills – both written and verbal with the ability to present information clearly and write engaging material Excellent editorial and proofreading skills with consistent accuracy Enthusiastic and creative Able to digest information and to understand and interpret complex issues for a variety of audiences Good numeracy skills, with the ability to understand and analyse data Able to build relationships at all levels internally and externally Able to initiate and carry out work independently, as well as within a team Good organisation and time management with the ability to work under pressure Ability to prioritise work with minimum of supervision Ability to work across teams to get and distribute information <p>Desirable</p> <ul style="list-style-type: none"> Confidence in speaking to senior journalists and members of NDNA’s strategic leadership team and Board of Trustees where required Ability to approach problems with a new perspective and produce solution focussed proposals 	CV/Task Interview

KNOWLEDGE	Identified by
<p>Essential</p> <ul style="list-style-type: none"> • Good understanding of media and public relations techniques • Knowledge of the UK political system <p>Desirable</p> <ul style="list-style-type: none"> • Knowledge and understanding of devolved governments in Wales and Scotland, as well as understanding how local authorities work • Understanding of the early education and childcare sector 	Task/ Interview
OTHER REQUIREMENTS	Identified by
<p>Essential</p> <ul style="list-style-type: none"> • Flexible and able to undertake occasional evening and weekend duties, possibly including some overnight stays and providing out-of-hours cover where required • Commitment to development of self and willingness to learn about the sector and new technology • A commitment to the aims of NDNA <p>Desirable</p> <ul style="list-style-type: none"> • Able to drive and have access to a car 	Interview

