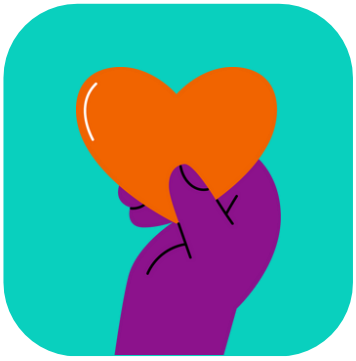
Beat
Eating disorders

PR and Content Manager

Candidate pack

OUR VALUES



Be yourself: Be open and try to make it easy for others to be open too. We're all human: if things go wrong be honest, take responsibility and we'll work together to put things right.



Be kind: Treat everyone with respect, empathy and compassion. Diversity makes us stronger, appreciate these differences so everyone feels welcome, included, and valued.



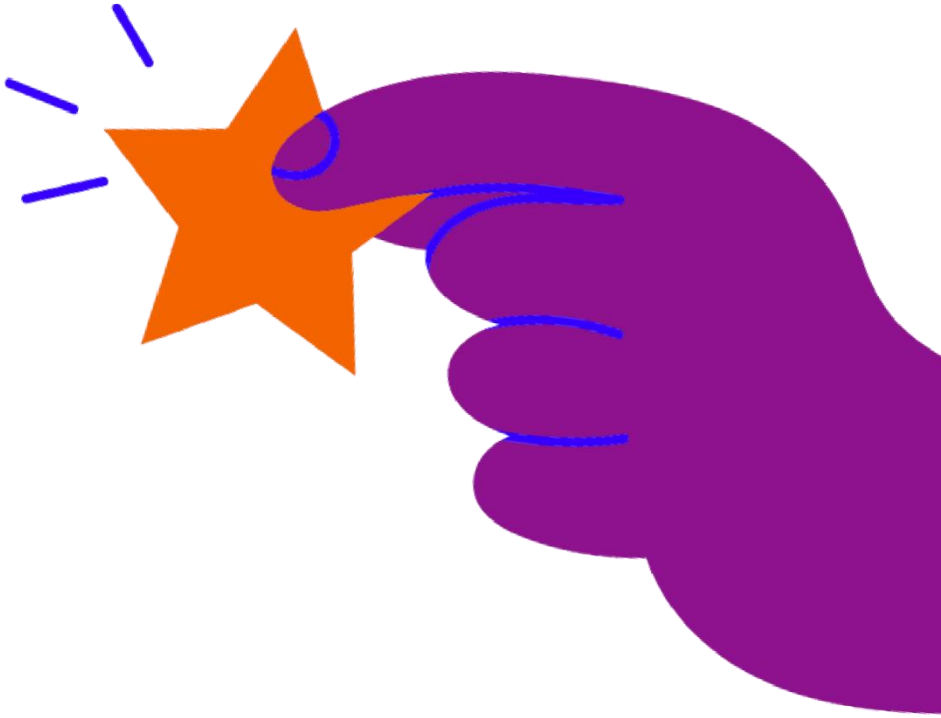
Be curious: Keep an open mind and try new things. Ask questions, constructively challenge what isn't working and help find solutions to problems.



Grow together: Work collaboratively, build trust and learn from each other and from people with lived experience. Share and reflect what you know to make Beat stronger.

PRINCIPLES FOR BEAT MANAGERS

Managers are collectively responsible for the success of Beat's strategy. They are expected to model and champion our values, building a trusting and empowering working environment where everyone's views are heard and valued and where people are working to their strengths.



OUR COMMITMENT TO EQUALITY, DIVERSITY AND INCLUSION

We cannot succeed in our mission to end the pain and suffering of eating disorders unless we are able to help everyone affected by eating disorders and address inequalities in experience and outcomes.

We take equality, diversity and inclusion seriously at Beat and we are committed to ensuring EDI is embedded in our service provision and our individual behaviours.

We recognise that there are still significant barriers that deny equal access to the information, support and treatment that everyone affected by eating disorders deserves. As an organisation we will reduce barriers to those seeking our support and use our voice and influence to tackle inequalities and drive change.

We know that we need a diverse, passionate workforce to deliver our mission. We are committed to recruiting, retaining, and promoting a diverse mix of individuals who are representative of the communities we serve.

We believe that everyone should be able to be themselves, feel respected and be empowered to give their best and reach their full potential. We will create a safe and inclusive culture where everyone can progress and thrive, and has a sense of belonging. It is all of our responsibility to make Beat a fair and equal place to work, where we all promote equality, value diversity, and work inclusively.

We expect all of our third-party suppliers and partners and everyone involved in Beat's activities to act in line with our EDI policy. We do not tolerate disrespectful behaviour towards each other, supporters or members of the public. Any breaches of this policy are taken seriously by the organisation.

We know that eating disorders do not discriminate. They can affect anyone, of any age, background or circumstance. We also know that it is only by actively working to eliminate discrimination and create equality that we will be able to end the pain and suffering of eating disorders for good.

JOB DESCRIPTION

Job title	**PR and Content Manager**
Department	Marketing and Communications
Hours per week	34 (full time), normally worked over 4 days. One working day is required to be Monday.
Salary	£38,250
Contract	Permanent
Location	Home-based with the option of working in the Beat office in Norwich if preferred, with the ability to travel to Norwich, London and elsewhere as required - see the Information for Candidates for further important information about Beat's offices.



We've taken the We Show the Salary pledge to show salary info on 100% of our job ads.

PURPOSE OF THE POST

To lead and shape our public relations strategy, strengthening our reputation and public profile while ensuring our policies, campaigns, services, and fundraising initiatives are communicated effectively and persuasively to key audiences.

To achieve this you will manage Beat's content and stories strategy working closely with teams to develop content about our work and impact which will engage, excite and inspire people to raise awareness, campaign, volunteer and raise funds for the charity.

ABOUT THE POST

This is an exciting time to join Beat as we are launching a new impactful fundraising campaign giving you the opportunity to help shape how we are seen, heard and understood.

With your extensive experience in PR, keen news sense and knowledge of what journalists are looking for, you will lead ambitious media and content strategies, build influential relationships and create powerful, sensitive stories that inspire action and demonstrate our impact. This includes running an efficient press office across five days with out of hours coverage at evenings and weekends.

From securing influential media coverage across all four nations in the UK and building relationships with journalists, podcasters and creators to developing a rich pipeline of content, you'll turn your editorial instincts and creative ideas into opportunities that matter. At the heart of your work will be people with lived experience: supporting them to share their stories safely and confidently, while championing accurate, sensitive coverage.

As part of the wider Marketing and Communications team, you will lead on ambitious PR and compelling storytelling spotting opportunities to create content around current issues in our sector - strengthening our voice, extending our reach and inspiring people to engage with our cause.

If you're an accomplished PR professional who combines bold thinking with sound judgement and genuine care for people, this is your opportunity to help change the conversation—helping to ensure no one faces an eating disorder alone.

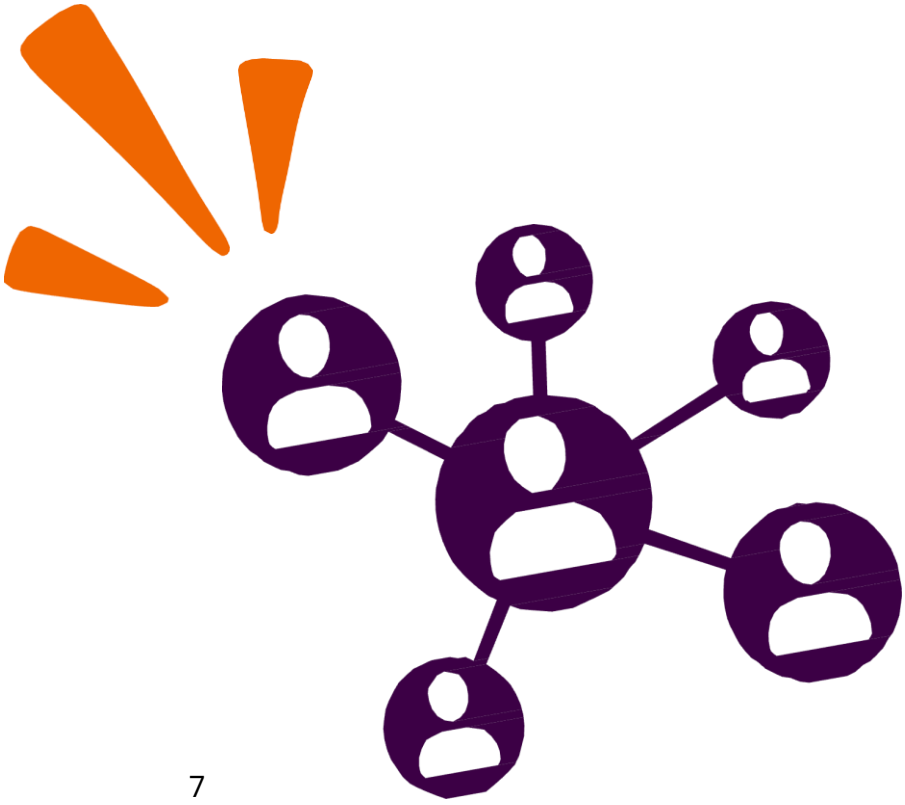


MAIN RELATIONSHIPS

This post is managed by the Head of Marketing and Communications, with a dotted line to the Deputy Chief Executive. You will line manage the Press Officer and Digital Content Officer roles. You will work closely with senior colleagues, including the Chief Executive, Deputy Chief Executive and our Head of Influencing and Engagement to develop our public positions and messaging on key issues and ensure we are effectively represented in the media.

You will work alongside other colleagues in the External Affairs, Services and Fundraising directorates to ensure our work is effectively promoted across the UK including taking responsibility for story telling across the organisation, producing case studies and other digital content.

You will be responsible for building and managing our relationships with journalists, producers and editors, and ensuring we increase our relationships with individuals with a high public profile.



KEY RESPONSIBILITIES

1. Lead and deliver an ambitious, high impact PR Strategy that strengthens Beat's profile, influence and reputation, positioning the charity as the authority on eating disorders and the first choice for media comment, insight and expertise.
2. Lead on our media relations, including identifying, maintaining and strengthening relationships with key journalists, producers and editors to increase our reach, profile and impact, securing impactful opportunities across mainstream media, podcast, creator platforms, online communities, newsletters and emerging media.
3. Lead and set priorities for the press office ensuring it is run efficiently, with all media enquiries handled professionally and accurately in a speedy manner. Ensure that suitable coverage is in place out of hours.
4. Lead on our content strategy and plan, ensuring a steady pipeline of content including impactful stories that help further our cause and demonstrate our impact.
5. Develop our public positions and messages on key issues, working with relevant colleagues to do so when needed, and ensuring these are effectively communicated through press releases, statements and responses.
6. Ensure that reputational risk is effectively identified and managed. Lead on crisis communication responses alongside the Deputy CEO and Head of Marketing and Communications.
7. Ensure that Beat spokespeople are effectively trained and briefed to deliver our key messages to the media and that individuals with experience of eating disorders are effectively recruited and supported to share their story with the media including ensuring they are protected from harm when doing so.
8. Champion accurate, responsible and sensitive media coverage of eating disorders through storytelling, promotion of our media guidelines and effective collaboration with documentary makers, drama writers and producers.
9. Identify and develop relationships with relevant celebrities and other high-profile individuals who can help amplify Beat's voice, expand our reach and increase public engagement with our work.
10. Effectively manage the Press Officer in line with our management principles, ensuring they are supported and challenged to do their job well.
11. Ensure own behaviour is fully supportive of an inclusive culture in relation to all colleagues and other stakeholders.
12. Identify own personal learning and development needs and seek opportunities to address them.
13. Other responsibilities relevant to the purpose of the role as required by the line manager.

These responsibilities are subject to review and may be varied in emphasis depending on operational requirements.

PERSON SPECIFICATION

Candidates should take each of the points in the three sections of the person specification and, using each as a sub-heading in the application form, demonstrate how they meet the requirements of the role.

We ask that all candidates can demonstrate they have the "core" skills but if you do not have all the "valued" skills you may still be considered depending on the experience you would bring – transferrable experience (including voluntary, care-giving, community) is welcome.

Core Skills

1) A proven PR professional with a track record of leading media relations and increasing press coverage, ideally in a charity or health setting alongside experience of sensitively working with storytellers producing a variety or content types
2) Management or supervision of staff or volunteers to maximise their impact, including the ability to sensitively support vulnerable individuals to share their story and experiences.
3) Ability to operate effectively in a highly cohesive, high performing team based on the principles of trust, mutual respect and empowerment.
4) Very strong writing skills, with the ability to develop and communicate key messages to the media and other relevant audiences.

Valued Skills

5) Ability to develop strong and effective external relationships with key stakeholders including journalists, podcasters and influencers.
6) Strong planning skills, with the ability to identify and prioritise relevant opportunities.

Specific Knowledge

7) Good knowledge of the media landscape, including news, lifestyle and trade media.
8) Good understanding of mental health issues, and ideally eating disorders.



WHO WE ARE

Eating disorders can be prevented, and recovery is always possible.
We help those affected now, and work to stop others being affected in the future.

Our strategic priorities are:

Answer the Call: Too many of those facing eating disorders feel they have nowhere to turn. When they ask for help, we are there. Through our Helpline, our range of support services and our online information and resources, we offer accessible support and guidance directly to those who need them. Whether that's for those with an eating disorder or those who support them, we are there for people when they need us most, empowering them to take the steps they need.

Spread the Word: Too many people living with an eating disorder tell us they feel alone. We will support those around them to know what to do to help. If people can recognise and respond to the earliest signs of an eating disorder, more will get the help they need earlier. Through awareness raising, training for professionals, and supporting research, we will continue to build a community that understands eating disorders and how to help.

Change the Story: Too often those with eating disorders are failed by the system. We will influence those with power to change this. We need policy makers to understand eating disorders and how to stop them. By influencing Government, the NHS and industry through the voices of those with lived experience and evidence led campaigns we can create long lasting change for everyone affected.

ABOUT EATING DISORDERS

Eating disorders destroy lives. They steal childhoods, devastate relationships and pull families apart. And they can be fatal. They are serious mental illnesses and include anorexia nervosa, bulimia nervosa and binge eating disorder. There are **3.5 million people in the UK likely living with an eating disorder**. While more women are affected than men, and eating disorders commonly emerge during adolescence, they affect people of all ages and genders.

On average, it takes someone over 3 years from falling ill before they seek treatment, followed by more than 6 years of waiting, therapy, semi-recovery and relapse before they get better. PwC estimates that this costs the NHS £4 billion per year. However, it doesn't have to be this way: if someone starts treatment early, they have a good chance of making a rapid and sustained recovery.

Parents, siblings and other family members are also seriously affected. They should be enabled to help their loved one into a quick and sustained recovery but they can only play their role if they have full understanding, are fully supported and engaged by the health services, and if their own wellbeing is protected. However, they commonly report not being given useful information when a loved one is diagnosed, so they can't stop things getting worse while waiting for treatment to start and they don't know how to support their treatment regime. Families and carers also find that supporting the sufferer has a negative impact on their own physical and mental health.



WORKING TOGETHER

Our statement of values (see earlier section) is a description of how we work at Beat when we are working together at our best. When we get this right we will achieve brilliant results, making Beat a truly inspiring and enjoyable place to work.

Central to those values is the conviction that happy people are more likely to perform at their best, and that people performing at their best are more likely to be happy in their work.

Everyone at Beat therefore has a responsibility for modelling our values and doing whatever is needed to make sure we are working together at our best for as much of the time as possible.

Managers in particular are expected to create an environment of cohesive and focussed teamwork built on trust, understanding and a shared determination to achieve great results. They put their people first and give them the support and freedom they need to innovate and succeed. The definition of a good manager at Beat is someone who is leading a happy and high performing team.

So if you are successful in your application, you can expect regular meetings with your line manager to share ideas, ensure wellbeing, support and review your progress. They will encourage your learning and development, enabling you to spend on average at least 10% of your time on L&D using a wide range of options. And they will ensure you have all the information and connections you need to do your job to the best of your abilities.



BEAT'S SHORTER WORKING WEEK

Beat has permanently adopted two significant changes to our working practices:

1) Reducing the full-time working week to 34 hours over 4 consecutive days without reducing pay.
2) Allowing significantly greater flexibility to work from home

These changes were introduced to help protect staff wellbeing during the Covid pandemic, but were so valued by our colleagues – and resulted in higher productivity despite the reduced hours - that we have made them permanent.

Therefore most full-time staff at Beat work 8.5 hours per day Monday- Thursday, with considerable flexibility available providing that necessary diary commitments can be met. Part-time working patterns are agreed on an individual basis but with the 4 day week as a starting point.

No internal meetings are arranged on Fridays and the office is closed (although still available for use as needed and in the case of personal preference). Full time staff are nevertheless required to be available to work on Fridays when required for meetings unavoidably organised by other organisations, with time to be taken off in lieu.

A slightly different version applies for the Helpline but the principle remains that full-time means working for 34 hours across 4 consecutive days.

Staff who are unable to work 8.5 hours in a day (e.g. because of caring responsibilities) can work some of their hours on Friday and requests for this working pattern would only be refused for very specific business needs or wellbeing requirements. Any full time staff choosing this option would nevertheless need to be available for engagements considered as 'business need' on Monday to Thursday, with notice given and TOIL to be taken as necessary.

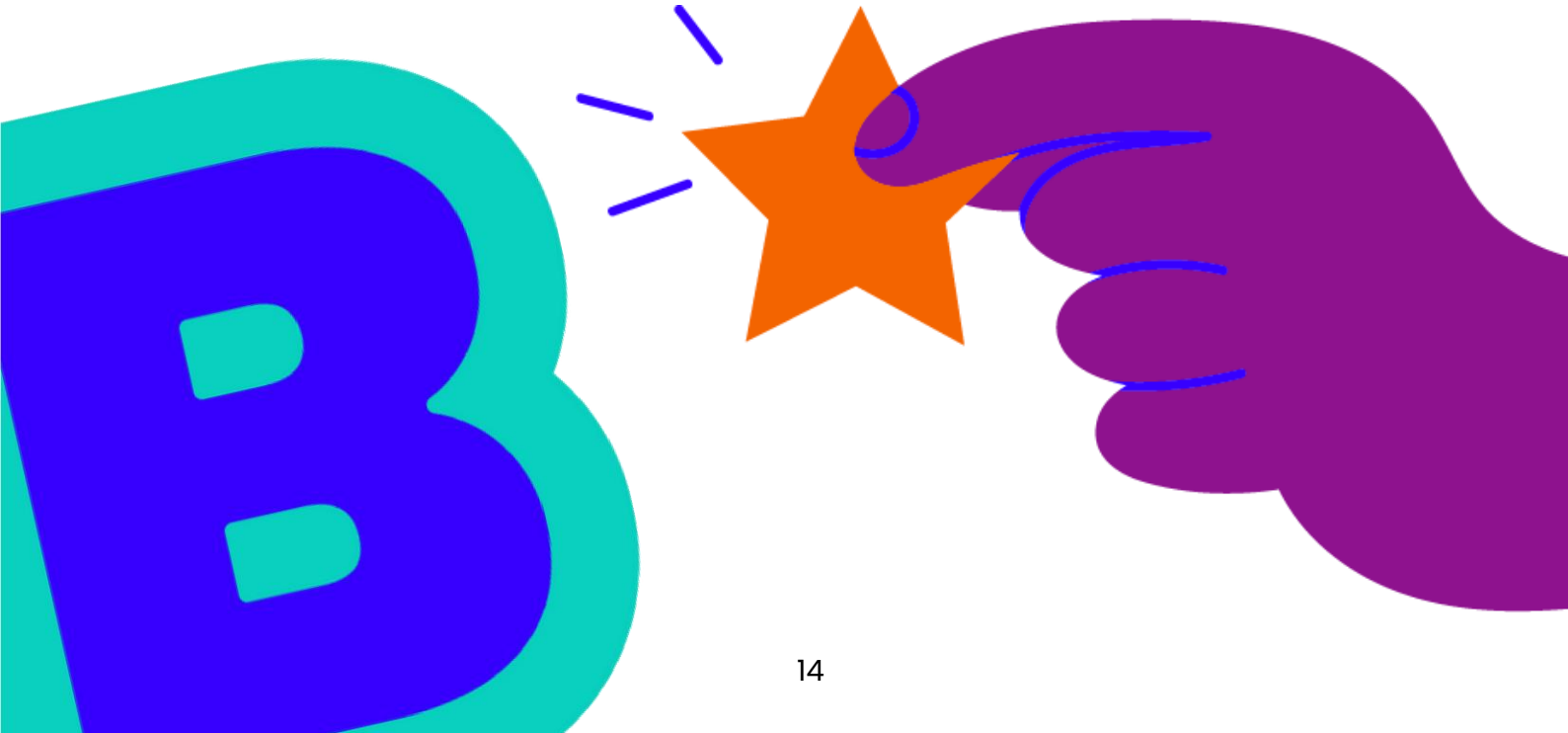


BEAT'S OFFICES AND HOME WORKING

Beat's head office is in Norwich. Staff who are based in the office must be present there when a business need arises and can choose to work there whenever they like. Except for roles which can only be fulfilled in the physical office, staff also have a high degree of flexibility to work from home.

People who are recruited to be fully or partly home-based will be provided with a laptop and relevant other necessary equipment. All home-working postholders must ensure an internet connection of sufficient speed to attend meetings by video conferencing without disruption.

Staff are required to attend meetings in the Beat office (or elsewhere) when there is a business need. They are also expected to travel to meet business needs, which vary depending on the role. Expenses will be paid for any required travel to locations other than the postholder's normal place(s) of work.



RESILIENCE AND WELLBEING INTERVIEW

Our work at Beat involves supporting vulnerable people who may be in distress, and all staff are likely to come across potentially upsetting content. This can be difficult for staff at times and for some it can have a negative impact on their health and wellbeing. We value the insight that those with lived experience can bring to their role while making every effort to ensure the work does not negatively impact them.

In order to best protect our team, and ensure all staff are able to thrive at Beat, we conduct a resilience and wellbeing interview as part of the recruitment process. The purpose of this conversation is not to assess mental health or wellbeing, and applicants with existing or past mental health conditions will not be disadvantaged.

Instead, this is an opportunity to discuss how you manage emotionally demanding situations, what support networks you have in place, and how you balance work with life. This will help to ensure that applicants understand the pressures of the role and are able to meet them. It also helps us to understand what support you might need from Beat to thrive in your role.

HOW TO APPLY

Full information about this role including application forms are at **www.beateatingdisorders.org.uk/vacancies**. For guidance on completing the application form and out interview process go to https://www.beateatingdisorders.org.uk/about-beat/who-we-are/join-the-team/ and scroll down to the Candidate Toolkit.
If you have any specific questions on the process, please email jobapplications@beateatingdisorders.org.uk or call 01603 753311.

Completed application forms should be returned via the website page above by **9 am** on **16 November 2026.** All applications must be on the Beat application form. CVs will not be considered unless by prior agreement. We may close this vacancy early if we receive a high number of applications for the role. Therefore, if you are interested, please submit your application as early as possible.

Shortlisted candidates will be informed by close of business on **Thursday 19 November.** If you have not heard from us by **23 November 2026** please assume that your application has not been successful.

First interviews will take place on **26 November 2026 online**, second interviews will be held on **2 December** in **Norwich or online.**

(Travel expenses may be covered for in-person interviews where the role is home-based.)