

PR, Communications and Content Manager

Job description

Location	Hybrid: home and Blackfriars, London office
Tenure	Permanent, Full time
Salary	£50,000 to £55,000
Closing date	Rolling recruitment

About the role

We are seeking a skilled and creative PR, Communications and Content Manager to join our team. This is a hands-on role with a strategic dimension for a strong communicator who can spot opportunities and turn complex topics into powerful stories.

Working closely with the Chief Marketing Officer (CMO) and key stakeholders, you will develop compelling narratives and high-impact communications that bring our purpose, ambition and expertise to life. From proactive media engagement and thought leadership to marketing collateral and brand assets, you will ensure Policy in Practice communicates with clarity, credibility, and confidence.

Main accountabilities

1. Content planning and strategy

- Own and manage the content calendar, ensuring a steady pipeline of high-quality content that supports marketing, sales, clients services, policy and research as well as wider business goals.
- Together with the CMO and relevant stakeholders, develop and maintain a content strategy aligned with brand and commercial priorities.

- Plan and manage the editorial calendar across all channels, including website, email, social media, and print.
- Collaborate with other teams to write, edit, and proofread content to a high standard, ensuring accuracy and brand consistency.
- Adapt content formats and tone for different audiences and platforms.

2. Content production

- Develop and maintain clear, consistent brand messaging across all external-facing materials
- Ensure all published content reflects brand guidelines and organisational values.
- Put together key messaging or themes to support both spoken and written content
- Write press releases, thought leadership articles, case studies and marketing collateral (e.g. case studies, decks, reports, banners, stands and brochures)
- Support campaign content requirements, collaborating with the marketing team to deliver assets on time and on brief.
- Support the Sales, Client Services, Policy and Research teams with content and messaging resources.
- Ensure all collateral is current, on-brand, and accessible to the relevant teams.

3. Media and Public Relations

- Lead external communications activity to build brand visibility in key sectors and reinforce our positioning in the market.
- Work effectively with our research and policy teams, enhancing the impact of their work while keeping demands on their time under control.
- Build and nurture relationships with journalists to enhance media coverage, ensure ongoing engagement and collaboration.
- Create new connections with key journalists in relevant media outlets to expand our reach across key audiences.
- Target local news outlets to increase regional coverage and community reach.

4. Brand Development and Strategy

- Shape and maintain our brand identity by defining and evolving its value proposition, positioning, and tone of voice.
- Work closely with senior management, the CMO, and the product team to ensure the brand aligns with organisational goals and resonates with our key target audiences.
- Develop and articulate a clear value proposition that sets the organisation apart in the market.
- Establish and uphold a consistent tone of voice across all communications to reinforce the brand personality and drive audience engagement.
- Collaborate on brand positioning strategies to ensure relevance and competitiveness within the industry.

- Regularly review and refine brand guidelines to reflect evolving business priorities and customer insights.
- Other tasks may be required based on business needs and within the scope of the role.

5. Digital and SEO

- Work closely with the Demand Generation Manager to ensure content performs effectively across online channels.
- Optimise content on the website and other digital platforms, applying SEO best practices.
- Monitor content performance using analytics tools and make data-informed improvements.
- Collaborate with the Demand Generation Manager on content that supports lead generation and nurture workflows.
- Maintain and update digital content to keep it current and accurate.

6. Reporting and Performance

- Track and report on the performance of content and communications activity to inform planning and decision-making.
- Monitor and report on key content metrics, including website traffic, engagement, email performance, and content output.
- Provide regular performance updates to the CMO, marketing team and wider growth team.
- Use insights to continuously improve content quality, relevance, and reach.

KPIs

- Volume and consistency of content published against the editorial calendar
- Website traffic and engagement metrics (page views, time on page, bounce rate)
- Email open rates and click-through rates for content-led communications
- Social media engagement on organic and paid content
- SEO performance metrics (keyword rankings, organic search traffic)
- Brand share of voice and media reach
- Additional KPIs will be identified and communicated as required

The Ideal Candidate

Essential

- Proven experience in a communications, content, or editorial role, preferably within a B2B or technology environment.
- Exceptional writing, editing, and proofreading skills, with a strong command of tone, style, and grammar.
- Experience in leveraging generative AI technologies to create impactful and engaging content efficiently.

- Experience developing and managing content across multiple channels, including website, email, and social media.
- Solid understanding of SEO principles and digital publishing best practices.
- Strong organisational skills, with the ability to manage multiple projects and deadlines simultaneously.
- Comfortable working collaboratively across teams and with senior stakeholders.
- Proficiency in content management systems (CMS), email marketing platforms, and analytics tools.
- Experience with media relations, PR, or thought leadership content.

Desirable

- Bachelor's degree in Communications, Journalism, Marketing, English, or a related field.
- Background in the public sector, social enterprise, or B2B SaaS.
- Familiarity with design tools for creating or editing brand-aligned materials (e.g., Canva, Google Suite).
- Experience with SEO tools such as SEMrush, Ahrefs, or Google Search Console.
- Experience managing or contributing to a content library or asset management system.

About Policy in Practice

Policy in Practice believes data and technology have the ability to empower people and change lives. Our goal is to be the single point of access for all people on means tested benefits, and enable effective public services through citizen centred services.

We aim to reach as many households as possible across the UK. We will do this via growth of existing products in public and private sector organisations, and through expansion into new markets.

Policy in Practice is at a pivotal point as we continue to move from start up to scale up. We have invested in our capability, and development has moved from ideas to prototypes and in some cases to production.

Policy in Practice's vision and mission

Vision

We believe data and technology have the ability to empower people and change lives.

Mission

Empower people via proactive, integrated support.



We will help more people to live better lives using our expertise in social policy, data and technology.

We are transforming the way society supports low income families through citizen centred approaches. We focus on improving how all policy areas, sectors and journeys combined can have an impact on people and their outcomes.

Values

Purposeful and passionate

- We push for opportunities to improve, not just for our clients or for ourselves, but also for the people who need our help.
- We take responsibility. Details Matter. We have a genuine passion to help people, with a willingness to take action.

Insightful and impactful

- We go beyond straightforward analysis to get to the 'So What?', driving our policy insight and services to deliver impact.
- We think deeply and communicate simply in a way that helps people make the right decisions.

Respectful and supportive

- We are willing to discuss and debate openly, listening to both sides and relying on evidence and strong relationships to reach shared positions.
- We have each other's back.

Why work here?

Working at Policy in Practice is not just about maximising our own profit and product performance. It is also about what is right for people in the UK and the system supporting them.

We are a team of professionals with extensive knowledge of the welfare system who are passionate about making social policy work. We love what we do, have fun and, while we recognise the importance and impact of our work, we take life-work balance seriously.

- Working in a thought-leading organisation where you can empower people and change lives.
- Flexible working arrangements with hybrid and remote working available
- Opportunities for quick career progression

Policy in Practice colleagues say:

“Everyone is lovely and we do such impactful work. There is a very caring employee culture, and a drive to share expertise.”

“I appreciate how our work helps shape policies and the supportive team environment here encourages everyone to grow. Flexible working options make it easier to balance life and work and our inclusive culture makes this a welcoming place to be.”

“The work is extremely meaningful and translates directly into tangible benefits.”

How to apply

Please send your CV with a cover letter that clearly outlines your suitability and your interest in the post to jobs@policyinpractice.co.uk as soon as possible.