

PR Manager

Material Focus

2026

We're looking for a proactive, creative and experienced PR professional who thrives on delivering impactful media coverage and engaging social media campaigns. This role focuses on raising awareness of electrical reuse and recycling. And to educate and encourage everyone across the UK to keep electricals - and the valuable materials inside them - in use for longer.

As PR Manager, you will lead the development and delivery of PR for both Material Focus and our consumer campaign, Recycle Your Electricals. You will play a key role in securing high-quality media coverage, building relationships with journalists and influencers, and creating compelling content across multiple channels.

You'll bring strong storytelling skills, a sharp news sense, and the ability to manage multiple campaigns simultaneously. As part of a small team, you'll have the opportunity to shape and evolve our PR approach, contributing to wider marketing and communications activity across the organisation.

This is an opportunity to work for an award-winning environmental organisation that is gaining significant media and political interest.

The organisation

[Material Focus](#) exists to save valuable, critical and finite materials from being wasted by keeping electricals - and their materials - in use for longer. We are an independent not-for-profit made up of a small but creative, hard-working team making it easier for everyone across the UK to fix, donate and recycle their electricals. We work in partnership with hundreds of organisations to make it easier to recycle electricals through our nationwide '[Recycle Your Electricals](#)' campaign.

Recycle Your Electricals campaign

Anything with a plug, a cable or a battery can be recycled - and over 75% of the materials can be reused. But, too often, small electricals are thrown away or kept at home because people are unsure what to do with them. Our campaign aims to inspire, educate and encourage everyone across the UK to act. Through our partnerships we are piloting practical ways to make electrical recycling easier, from kerbside recycling schemes, to community drop-off points, schools programs, and office collections.

Job Description

The role

As the PR Manager you will be responsible for developing and implementing the PR strategy and co-developing the social media strategy for Material Focus and our consumer facing campaign, Recycle your Electricals. You will play a key role in raising awareness of the campaign and the actions UK householders can take to re-use and recycle their electricals.

To do this you will need to ensure we achieve effective and engaging media coverage in a range of titles - with a strong focus on consumer titles for the campaign, and environmental sections of the media for Material Focus. As the PR Manager you will draft or oversee the creation of media releases and content relating to the campaigns across all our media channels. You will enjoy and excel at forging relationships with journalists and key influencers with support from the PR and external relations lead.

Position responsibilities

- Implement the PR and social media plan on time and budget to meet our goals.
- Develop and execute media relations and social media content for PR campaigns seeking high-level placements in print, broadcast and online media.
- Research, plan and deliver a detailed schedule of activity for each PR and social media campaign across all channels (including website). Collaborate with the Marketing and Communications Manager to develop the plan ensuring clear goals to measure performance of different content types, themes and channels.
- Create PR content for press releases and social media. Collaborate with the Marketing and Communications Manager to ensure the delivery of PR materials including case studies, research, photography, and website and social media to support the delivery of the PR and social media campaigns. Ensure it is optimised for the variety of audiences, and search engines, accurate, and tonally on-brand.
- Leverage existing media relationships and cultivate new contacts within the media.
- Manage media inquiries and interview requests and ensure our media contacts database is up to date
- Monitor, analyse and communicate PR and social media results on a regular basis for each PR campaign and work with the team to ensure the evaluation is part of our overall campaign impact measurement.
- Evaluate and implement opportunities for partnerships to support PR and social media campaigns.
- Identify who we should work with including thought leaders, experts, celebrities and influencers to build awareness.

- Maintain a keen understanding of external trends and make appropriate recommendations regarding the communication strategy surrounding them.
- Be the day to day contact with our agencies to ensure the effective implementation of our PR campaigns.
- Manage the day to day PR budget.

Key skills

- Proven track record designing and executing successful PR and multi-channel social media campaigns, at both a local and national level.
- Strong relationships with both local and national and trade media outlets.
- Excellent interpersonal skills and the ability to develop relationships with the media.
- Exceptional writing and editing skills, the ability to write compelling copy for social media, blogs, website and media releases, and able to present and explain detailed information clearly
- Solid experience with social media including blogs, Facebook, X, and how they can be integrated into PR campaigns.
- BA/MA degree.

Qualifications and experience

Education to degree level is required. BA/ MA degree in marketing, advertising or a PR postgraduate qualification is desirable.

Four to five years experience in public relations and social media either in-house or in an agency, is a minimum. A track record of developing and delivering communication plans is key, alongside experience of working closely with journalists and responding to media requests.

Desirable experience

- Demonstrable interest in sustainability and behaviour change.
- Experience using social media tools (Hootsuite, Canva), media monitoring (Cision).
- Experience acting as a company spokesperson; comfortable and skilled in both broadcast and print media interviews.

Technical skills

We use the following programmes

- Google Suite
- Cision (Media monitoring)
- Vuelio (Media contacts)
- Active Campaign (email marketing, CRM relationship database)
- Hootsuite, Canva (social media tools)

- Monday.com (project management)
- Adobe Creative Cloud - photoshop and indesign

Closing date

We will review applications as they come through and contact successful applicants for interviews.

Salary

£45,000

To apply

Please send in your two page CV and a one page cover letter, explaining to us in your cover letter why you're interested in the role and why you think you'd be a good fit. Do have a look around our website to find out more about us. We won't be able to review your application without a cover letter. We look forward to finding out more about you.

As an organisation representative of all people in the UK, we welcome applications from all sections of the community and encourage applications from candidates who have an ability to apply awareness of diversity issues to all areas of work. Studies show that many people - particularly women and underrepresented groups - often only apply for jobs if they meet 100% of the qualifications. We want to break that cycle. If you meet some of the requirements and are excited about our mission, we want to hear from you.