

It starts with community

The National Lottery Fund
Role Profile



PR Campaigns Manager

Directorate: NLPU (National Lottery Promotions Unit)

Reports to: Head of Campaign



30 YEARS
OF CHANGING LIVES

Role Profile: PR Campaigns Manager

Role Purpose

The National Lottery Promotions Unit is seeking an experienced PR Campaigns Manager to develop and implement creative campaigns, strengthening awareness of National Lottery Good Causes and connecting with target audiences.

In 2025-26, the NLPUs will run a series of high-impact, nationwide campaigns demonstrating The National Lottery's ability to change lives everyday. From developing sporting heroes to changing communities to investing our rich heritage, The National Lottery has an abundance of stories to tell of the difference our players make to the UK.

You will help us connect our target audiences with The National Lottery brand making it feel relevant to them. You will have strong skills developing and managing creative PR campaigns across multiple channels. You will set and deliver against KPIs, informed by data and analytics.

You will advance the NLPUs external voice through innovation and staying relevant with trends and best practices. You will proactively take advantage of relevant external opportunities.

A dynamic approach to relationship management will be essential in order to influence stakeholders across the whole National Lottery Family, ensuring an aligned and stronger National Lottery voice. An important part of this role will be your ability to engage and influence stakeholders as part of our National Lottery Open Week campaign. This annual campaign will see you working with National Lottery funded organisations across the UK to involve them in the campaign.

The PR Campaigns Manager will work with PR agencies, media partners, talent, photographers, film makers, evaluation providers, research companies, content creators and other suppliers to deliver high quality work, within budget and set timescales. You will develop and nurture positive relationships with journalists across all media, including national and local newspapers, consumer publications, radio, TV and online.



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Key responsibilities

- Support the development and delivery of dynamic and engaging creative PR and social media campaigns
- Highlight the good causes funded by National Lottery players through a variety of creative storytelling-lead campaigns
- Engage and influence stakeholders as part of our annual National Lottery Open Week campaign
- Develop relationships with external media and research companies and content creators



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Knowledge, Skills and Experience

- Related experience and success in, planning, and delivering PR campaigns for a range of audiences in a multi-channel environment.
- Evidence of gaining high quality media coverage through national and local media outlets, with established relationships with journalists and media outlets.
- Strong project management skills with the ability to juggle operational delivery with strategic thinking.
- Excellent written and verbal communication skills and the ability to think creatively and to encourage others to.
- Experience managing stakeholder relationships including influencing and negotiation at a senior level
- A can-do attitude and proactive mindset with demonstrable experience of being able to work well under your own steam as well as part of a team
- An understanding of analytical skills to help inform PR strategy, as well as good grounding in consumer media consumption
- Strong networking skills and ability to build good working relationships both internally and externally.
- If the role is based in Wales, or supports customers or colleagues in Wales, an understanding of Welsh language legislation and the Welsh Language Standards of the Fund is required.

