



Press and Communications Officer

Job Title:	Press and Communications Officer
Salary:	Salary £28,000 per annum
Hours:	35 hours per week (Mon – Fri, 9am to 5pm) plus days attending events (this may include overnight stays)
Reporting to:	Fundraising Lead

Main purpose of job:

To provide excellent support to The Chief Executive having full regard to the charity's objectives and priorities at all times, meeting or exceeding the Charities legal, ethical and moral standards. Lead by example by showing the ability to communicate interpersonal skills, problem solve, decision making and time management. To ensure that you work effectively in terms of daily operations.

To build a rapport with our clients in a warm and friendly manner and have empathy with our clients' needs. To quickly identify any problems and ensure each conversation is handled in a compassionate manner.

As a Press and Communications Officer for The Trust you will require excellent literacy, verbal analytic and IT skills to interact with the media, the public and other members of The Trust. Good organisational skills are essential coupled with the ability to work to tight deadlines, often under pressure. To be able to show initiative and a 'can do' attitude at all times. You will need to have proven PR and Communication experience.

This is a sensitive role which requires an individual with the ability to handle confidential information and correspondence. You will represent The Trust and handle all dealings with the media and network with PR industry professionals. Effective networking ensures The Trust maintains a positive presence in the wider media. The role entails a wide range of responsibilities, from preparing press releases, organising press conferences and interviews, to liaising with media contacts and monitoring media coverage of the organisation.

MAIN DUTIES AND RESPONSIBILITIES:

- I. Carrying out market research, analysing forecasts and performing competitive analysis.
- II. Preparing marketing sales and trend reports.
- III. Preparing and writing articles and press releases.
- IV. Handle enquiries from journalists and other media contacts via telephone, email and written correspondence.
- V. Arranging and organising events, interviews and press conferences.
- VI. Liaising with media representatives and managers
- VII. Monitoring current affairs and coverage of the organisation with the media.
- VIII. Liaising with journalists, managers and other media representatives.
- IX. Organising, planning and executing interviews, PR events and press conferences.
- X. Acting as a first point of contact for enquiries from journalists and other media representatives
- XI. Tracking and monitoring news, trends, current affairs and coverage of the organisation in the media.
- XII. Contacting journalists about current or upcoming media campaigns to try and interest them in providing PR coverage.
- XIII. Monitoring incoming correspondence for media enquiries
- XIV. Researching, planning and producing proactive media campaigns
- XV. Providing management with evaluation reports about the organisation's media coverage
- XVI. Attending press conferences and interviews with spokespeople on behalf of the organisation
- XVII. Advising management about how to respond to the media
- XVIII. Editing the media statements of other members of the PR team.
- XIX. Promoting positive media relations by fostering relationships.
- XX. Updating the organisation's website and social media pages.
- XXI. Responding to urgent media enquiries during unforeseen PR events or organisational crises.
- XXII. Supporting the development and execution of The Trust's marketing and branding strategies.

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- XXIII. Actively taking part in marketing campaigns, organising meetings and conferences.
- XXIV. Developing original copy for social media platforms, websites and printed advertising materials.
- XXV. Monitoring marketing industry news and submitting reports on emerging trends to management.
- XXVI. Inform other teams about latest campaign objectives and help deliver content that meets The Trust's specifications and effectively distribute key information.
- XXVII. Assist with the planning and execution of marketing, branding and advertising strategies.
- XXVIII. Have the creativity to develop effective strategies and campaigns.
- XXIX. Have excellent communication skills to convey the innovative ideas of The Trust and gauge the need of the audience.
- XXX. To work closely with the management team to ensure that all the charities goals are met and complete tasks as directed by senior management.
- XXXI. Attend regular meetings with The Chief Executive and other members of staff.
- XXXII. Reporting and analysis of data.
- XXXIII. To consider training needs as and when required to help develop this role.
- XXXIV. Throughout the course of your work ensure you record your responses accordingly.
- XXXV. Throughout the course of your work, to identify when on the phone, possible good stories to enable us to approach and persuade all individuals involved to submit an article for the newsletter or social media platform. This will include the upkeep of the charity's media/photo library.
- XXXVI. To have flexibility to work additional hours for holiday and sickness cover when directed.
- XXXVII. At all times to ensure and maintain a compassionate, professional and efficient public image for The Trust.
- XXXVIII. Maintain operational standards that meet The Trust's expectations to always protect the good name by ensuring the highest level of professionalism at all times.

Together with such additional general duties as the Employer shall reasonably require, having regard to the needs of the Employer's business as a Charitable Trust.

PERSON SPECIFICATION

Press and Communications Officer

ATTRIBUTES	ESSENTIAL	DESIRABLE	HOW IDENTIFIED?
Knowledge	Computer literate and ability to input data onto a database. Love of pets and understanding of their needs.	Knowledge of database systems preferably Access. Own family pets.	Application form. Application form & interview
Skills	Clear telephone manner. Effective verbal communication skills Clear and accurate computerised notes onto cases. Confidential manner. Strategic Planning Content Creation Media Relations Digital Marketing	Previous call centre or customer service skills. Understanding the needs of elderly clients. Good standard of literacy and spelling. The ability to develop long term communication strategies that align with The Trust's goals Proficiency in crafting engaging and relevant material that resonates with the target audience Skills in managing interactions with the press and other media outlets and maintain positive relationships. Knowledge of SEO, social media platforms and email marketing strategies to promote content and increase engagement	Application form Interview Application form References. Application form Application form Application form

ATTRIBUTES	ESSENTIAL	DESIRABLE	HOW IDENTIFIED?
	Data Analysis	Ability to measure the effectiveness of communication strategies and refine tactics to meet organisational skills	Application form
	Project Management	Skills in overseeing the development and execution of communication programmes	Application form
	Crisis Management	Preparedness to manage potential crises, develop contingency plans and coordinate responses.	Application form
Experience	Working with elderly or vulnerable members of society.	12 months experience	Application form
	Managing press releases, media outreach and relationships with journalists and media outlets	12 months experience	Application form
	Experience	Proven experience in line with skills (above)	Application & interview