

JOB PROFILE: PR EXECUTIVE

Role:	PR EXECUTIVE	Date profile last reviewed:	JANUARY 2019
Name:		Reports to:	PR MANAGER

MAIN SUMMARY OF ROLE:

The purpose of the job is to positively promote the visibility, awareness and reputation of the RAF Benevolent Fund; raising the profile of the organisation among its key audiences through a range of press and communications activities.

KEY ACCOUNTABILITIES/RESPONSIBILITIES:

- Answering daily media and PR enquiries from journalists, beneficiaries, individuals and organisations.
- Working closely with the PR Manager to identify opportunities and generate regional and national PR coverage and mitigate any negative coverage, liaising closely with beneficiaries, supporters and press.
- Assist with coordinating key fundraising and profile building events.
- Working with the Digital team to plan and implement social media activity and identify and produce content for the website.
- To represent the Fund at external events and act as a spokesperson as and when appropriate.
- Liaise with beneficiaries, supporters and external organisations/agencies to develop appropriate materials.
- Measure, evaluate and analyse relevant metrics for all our PR and media channels.

COMPETENCIES REQUIRED FOR THE ROLE

- Working with people
- Persuading and influencing
- Presenting and communicating information
- Planning and organising
- Learning and researching
- Writing and reporting

QUALIFICATION(S), KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED FOR THE ROLE

Academic or Professional Qualifications (or equivalent):

- | | |
|--|------------------|
| <u>Essential</u> | <u>Desirable</u> |
| <ul style="list-style-type: none"> • Educated to degree level or equivalent | |

Knowledge/ Experience:

Essential

- Experience working within a PR or communications role
- Positive attitude and a passion for working within a charity
- Excellent writer, with a strong command of the English language
- Good understanding of social media channels (Twitter, Facebook, Pinterest, Google+)
- Ability to thrive in a dynamic, proactive and reactive environment

Desirable

- Interest or understanding of the Royal Air Force
- Knowledge and experience of managing digital and social media to support fundraising and PR objectives
- Using a CMS system
- Knowledge of Photoshop
- Knowledge of InDesign

Skills/Abilities:

Essential

- Excellent written and verbal communication skills
- Proven track record providing proactive and reactive media relations
- Outgoing, personable and confident when talking to clients, journalists and beneficiaries
- Knowledge and experience of prominent social networks
- Highly motivated and energetic. Able to work individually and part of a team
- Excellent organisation skills and time management
- Collaborative worker, able to work consultatively with staff from across the organisation
- Flexible and open to a variety of job responsibilities (small and large)
- High level of IT literacy (Word, Excel and PowerPoint at a minimum)

Desirable

- Creative flair, with the ability to spot a good story or opportunity
- Good media handling skills

Other Requirements:

- Travel to other Fund offices and UK locations and willingness to work out of hours and at weekends (as appropriate).
- To carry out any other duties that is within the scope of the job as requested by the PR Manager or Head of Communications.

Signature

I confirm this job profile has been drawn up with my full involvement and accurately reflects the responsibilities of the role.

Postholder's Signature:

NAME:

Line Manager's Signature:

NAME: