

JOB PROFILE: PUBLIC RELATIONS MANAGER

Role:	Public Relations Manager	Date profile last reviewed:	April 2026
Name:		Reports to:	Head of Communications

MAIN SUMMARY OF ROLE:

The purpose of this role is to enhance the visibility, awareness, and reputation of the RAF Benevolent Fund through strategic, proactive, and reactive public relations. The post holder will lead the development and delivery of a robust PR strategy, insight-driven campaigns, and quality media relations to support organisational priorities, demonstrate impact, and strengthen the Fund's brand at local, regional, and national levels.

The role works collaboratively across the organisation to produce high-quality external communications, develop compelling storytelling, and ensure that media activity aligns with fundraising, welfare, and organisational objectives. The post holder will manage the PR Executive.

KEY ACCOUNTABILITIES/RESPONSIBILITIES:

Strategic PR Leadership

- Deliver in line with the PR strategy aligned with the Fund's wider organisational strategy.
- Plan and deliver insight-driven, multi-channel PR campaigns to support fundraising, welfare, digital, and brand objectives.
- Produce visually rich monthly and campaign-specific PR reports for the Leadership Team, showing impact, trends, and ROI
- Evolve and support brand language and long-term narrative development, ensuring messaging aligns with strategic aims and beneficiary-centred storytelling.

Media Relations & Reputation Management

- Build, map, and maintain strong relationships with journalists across print, broadcast, online, national, regional, and industry media.
- Proactively pitch stories and secure coverage against KPIs for volume and grade of coverage.
- Act as a spokesperson for the Fund where appropriate and represent the organisation at external events.
- Respond to media enquiries and manage reactive opportunities, ensuring timely, accurate and well-positioned responses.
- Lead reputation and crisis communications, including developing action plans, Lines to Take, and crisis comms protocols.
- Provide specialist support to the Senior Management Team on crisis management and coordinate organisational response to high-risk issues.

Storytelling, Content Development & Case Studies

- Lead the sourcing and development of compelling case studies, ensuring up to date pipelines from Welfare, CFR and Fundraising teams; managing consent forms and ensuring case studies are GDPR compliant
- Oversee the production of high-quality multimedia content including video, photography, and beneficiary stories, with field visits where required.

- Produce and edit monthly internal and external e-newsletters as well as supporting the Impact Report and other major publications.
- Ensure all stories and external content adhere to ethical, respectful, and accurate storytelling standards.

PR Operations, Systems & Reporting

- Monitor, evaluate, and report on media coverage using media monitoring platform Vuelio, producing insights for leadership and the comms team.
- Utilise our systems that improve PR performance and brand governance (e.g. media monitoring tools, Power BI, ResourceSpace asset bank).
- Oversee logistics for PR activity, including travel, shoots, interviews, and event-based media opportunities.

Cross-Organisational Collaboration

- Work closely with Welfare, Fundraising and other internal teams to plan and deliver aligned activity through targeted PR and communications strategies designed to increase awareness and engagement.
- Collaborate with Strategy and Impact to integrate data and insight into PR planning and reporting.
- Maintain and strengthen cross-team processes to ensure effective flow of stories, opportunities, and content.

Line Management & Team Development

- Line-manage and develop the PR Officer, ensuring clear objectives, workload management, and access to training.
- Identify PR and media-related training needs across the team and wider organisation.
- Foster a collaborative team culture and contribute to continuous improvement within the Comms directorate.

Events & Campaign Support

- Plan and deliver media activity for events, including press conferences, photo opportunities, interviews, and campaign launches.
- Support the daily PR “battle rhythm”, ensuring consistent, high-quality outputs across the year.

Contribute to the management of beneficiary Ambassador programme for all comms-related activity

COMPETENCIES REQUIRED FOR THE ROLE

<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> • Writing and Reporting • Adapting and Responding to Change • Leading and Supervising • Relating and Networking • Learning and Researching • Planning and organising 	<ul style="list-style-type: none"> • Working with People • Persuading and Influencing • Deciding and Initiating Action • Presenting and Communicating Information • Delivering Results and Meeting Customer Expectations • Following Instructions and Procedures

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"> Professional qualification in Public Relations or a related discipline and/or significant relevant professional experience. 	<ul style="list-style-type: none"> Educated to degree level.

Knowledge/ Experience:

<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> A track record of successfully managing PR campaigns and independently devising, managing, and evaluating media and PR activity, as part of an integrated campaign. Experience of working with partner organisations and agencies. Extensive experience of using a range of channels to deliver PR objectives. 	<ul style="list-style-type: none"> Experience of establishing and managing procedures for crisis management and a proven track record of effective crisis management. Knowledge/interest in the RAF, defence, and/or military history. Experience of working with high-profile supporters. Events PR management experience, with demonstrable results.

Skills/Abilities:

<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> Demonstrable success in securing high profile media coverage as part of integrated campaigns as well as standalone activity. Strong written and verbal communications skills. Strong interpersonal skills: proactive, positive and creative attitude to problem solving and the ability to manage internal and external stakeholder relationships. 	<ul style="list-style-type: none"> Media trained. A sound understanding of data protection, consent management, intellectual property considerations etc. in relation to media and PR activity.

Other Requirements:

- Ability to work outside of office hours and country-wide travel.
- To carry out any other duties that is within the scope of the job as requested by the 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:

Date: