

JOB PROFILE: PR OFFICER

Role:	PR OFFICER	Date profile last reviewed:	June 2026
Name:		Reports to:	PR MANAGER

MAIN SUMMARY OF ROLE:

The purpose of the role is to positively promote the visibility, awareness and reputation of the RAF Benevolent Fund through proactive public relations and communications activity. The postholder will help raise the profile of the organisation among key audiences by delivering media relations, content creation, stakeholder communications and wider communications activity that supports the Fund's strategic objectives.

KEY ACCOUNTABILITIES/RESPONSIBILITIES:

- Respond to daily media, PR and communications enquiries from journalists, beneficiaries, supporters, individuals and organisations.
- Work closely with the PR Manager to identify opportunities to generate regional and national media coverage, maximise positive publicity and help mitigate reputational risks.
- Support the planning and delivery of campaigns that promote the Fund's services, fundraising activity, events and wider organisational priorities.
- Work closely with the Digital team's social media activity to identify engaging content for their use across digital channels.
- Produce communications materials including press releases, case studies, website content, newsletters, briefing documents, internal communications and stakeholder communications.
- Liaise with beneficiaries, supporters and external organisations/agencies to develop compelling stories and communications materials.
- Interview beneficiaries, fundraisers and supporters to develop case studies and content that demonstrate the impact of the Fund's work.
- Support internal communications activity to ensure colleagues are informed and engaged with organisational priorities, campaigns and achievements.
- Represent the Fund at external events and media opportunities
- Monitor media coverage and communications activity, analysing relevant metrics to assess performance and identify opportunities for improvement.
- Maintain media and stakeholder contacts, helping to build strong relationships that support the Fund's communications objectives.
- Ensure all communications activity reflects the Fund's brand, values and key messages.

COMPETENCIES REQUIRED FOR THE ROLE	
<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> • Working with people • Persuading and influencing • Presenting and communicating information • Planning and organising • Learning and researching • Writing and reporting 	<ul style="list-style-type: none"> • Adapting and responding to change • Creating and innovating • Relating and networking • Following instructions and procedures • Applying expertise and technology • Deciding and initiating action
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"> • Good level of education 	<ul style="list-style-type: none"> • Evidence of Continuing Professional Development (CPD)
Knowledge/ Experience:	
<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> • Experience working within a PR or comms role • Excellent writer, with a strong command of the English language • Good understanding of social media channels • Ability to thrive in a dynamic, proactive and reactive environment • Strong interpersonal skills, whether it's over the phone, by email or in person, you need to be approachable, friendly and empathetic. 	<ul style="list-style-type: none"> • 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
Skills/Abilities:	
<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> • 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 • 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 • High level of IT literacy 	<ul style="list-style-type: none"> • Creative flair, with the ability to spot a good story or opportunity • Good media handling skills
Other Requirements:	
<ul style="list-style-type: none"> • 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. 	

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

Postholder's Signature:

Line Manager's Signature:

NAME:

NAME:

DATE: