

## JOB PROFILE: PUBLIC RELATIONS MANAGER

Role:	Public Relations Manager	Date profile last reviewed:	October 2021
Name:		Reports to:	Head of Communications

### MAIN SUMMARY OF ROLE:

The purpose of the job is to positively promote the visibility, awareness and reputation of the RAF Benevolent Fund through proactive and reactive media relations and general public relations activity.

In the role of Public Relations Manager, you will develop and implement a robust PR strategy and engaging media relations campaigns to drive awareness of our services, products and brand. This role will be media focused, building and driving brand awareness on a local, regional and national level.

As an excellent communicator with strong stakeholder management skills, you will produce and deliver external communications in conjunction with the various teams across the organisation. You will also be responsible for managing the PR Executive.

### KEY ACCOUNTABILITIES/RESPONSIBILITIES:

- Responsible for the development and delivery of external communication activity to increase brand awareness, support marketing and fundraising activity.
- Lead the development and implementation of a PR and media strategy in line with the Fund's wider strategy. Plan, develop and implement PR strategies for events and activities in order to generate positive media coverage.
- Manage and supervise the PR Executive, managing and appraising their workload and performance in line with agreed objectives.
- Liaise with and answer enquiries from media, individuals and other organisations.
- Identify training and development needs in the team and across the wider organisation and ensure relevant training and support.
- Organise events including press conferences and photo opportunities.
- Work closely with Welfare colleagues to identify relevant case studies that will support both Welfare and Fundraising outreach.
- Map and build relationships with key print, broadcast and online journalists.
- Monitor and evaluate media coverage using the cuttings service to provide relevant management information.
- Represent the Fund at external events and act as a spokesperson as and when appropriate.
- Provide support to the SMT in all matters relating to reputation and crisis management and co-ordinate the Funds response to potentially adverse publicity, ensuring key statements and procedures are in place and reviewed regularly.
- Identify media training and development needs in the team and across the wider organisation and ensure relevant training and support.
- Work flexibly as may be required to carry out other reasonable duties as required.

**COMPETENCIES REQUIRED FOR THE ROLE**

<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> <li>• Deciding and Initiating Action</li> <li>• Relating and Networking</li> <li>• Presenting and communicating information</li> <li>• Writing and reporting</li> <li>• Creating and innovating</li> <li>• Planning and organising</li> </ul>	<ul style="list-style-type: none"> <li>• Working with people</li> <li>• Learning and researching</li> <li>• Delivering results and meeting customer expectations</li> <li>• Adapting and responding to change</li> <li>• Coping with pressure and setbacks</li> <li>• Achieving personal work goals and objectives</li> </ul>

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

**Knowledge/ Experience:**

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

**Skills/Abilities:**

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

**Other Requirements:**

<ul style="list-style-type: none"> <li>• Ability to work outside of office hours and country-wide travel.</li> <li>• To carry out any other duties that is within the scope of the job as requested by the Head of Communications.</li> </ul>
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## **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: