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| Job title: PR & Media Officer | | Reporting to: Director of Communications & Marketing |
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Primary Role

To promote and protect the charity's reputation and activities by:

- Identifying and creating PR opportunities for raising awareness about the charity's impact and activities (earned media)
- Leading on the development of content for all channels
- Engaging media outlets and other influencers in a positive, balanced and well-informed way
- Ensuring the charity responds in a timely and effective manner to requests for comment, keeping up-to-date with key issues affecting military welfare and the Army
- Support the regional offices with PR initiatives and projects
- Day to day management of relevant budgets

Specific Tasks

- Proactively identify opportunities for promoting the impact and activities of ABF The Soldiers' Charity, working with other departments as required
- Create and take the lead in executing PR plans for relevant charity activities (e.g. an event, a podcast launch, a good news story, etc.) – enabling the dissemination of key messaging to targeted audiences across multiple channels (working with the Head of Marketing and Digital Communications Officers as appropriate)
- Project manage the charity's videography programme to include case studies and all other video projects
- Project manage the charity's podcast programme, ensuring content is strong and disseminated optimally
- Handle all incoming media inquiries in an efficient and professional manner, drafting relevant 'lines to take' as needed – building positive and friendly relationships with journalists
- Monitor and report monthly on media mentions of the charity and broad sector issues
- Advise charity spokespeople (both staff and ambassadors) on engaging with the media, ensuring they are adequately briefed on key messages
- Work closely with the Case Studies Liaison Officer to a) identify new case study stories and b) capture content for PR usage (e.g. via videography)
- Take responsibility for publishing 'News' stories on the charity's website
- Manage - with the Director of Communications and Marketing - the annual PR budget

Experience and skills

- Experience of leading, planning and executing PR activations – enabling the dissemination of key messaging and narratives to targeted audiences across multiple channels.
- Recent and relevant press office experience and of working with national and regional media and broadcasters.

- Excellent verbal and copywriting skills, with the ability to articulate key messages to a diverse range of audiences.

Relevant personal characteristics

- Confident and clear communicator, with the ability to build relationships both internally and externally.
- First class writing skills: able to elegantly craft targeted press releases, web stories, newsletters or pieces of social content.
- Strong organisational skills: able to project manage and work on several different things at once.
- Agile thinker: able to quickly consider all implications of a decision and articulate these to senior managers.
- An understanding, acceptance and empathy with the principles and values of ABF The Soldiers' Charity.
- Ability to work under pressure with a 'can-do', enthusiastic approach.
- Ability to work as part of a team.
- Willingness to work some unsociable hours and at weekends (time off in lieu will be granted).
- Prepared to travel across the UK.

Agreed by:

Date:

Published Date: