**The Royal Air Force Benevolent Fund**

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| **Job Profile** |
| Role:  | PR Executive | Date profile last reviewed:  | January 2019 |
| Name:  |  | Reports to:  | PR Manager  |
| **1. 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.  |
| **NEED TO** |
| **2. KEY 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.
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| **COMPETENCIES REQUIRED FOR THE ROLE** |
| Working with peoplePersuading and influencingPresenting and communicating informationPlanning and organising Learning and researchingWriting and reportingAbility to work in a dynamic and flexible environment |
| **QUALIFICATION(S), KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED FOR THE ROLE** |
| **4. Academic/Professional Qualification(s) or equivalent**: |
| Essential | Desirable |
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| * Educated to degree level or equivalent
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| **5. Knowledge/ Experience:** |
| Essential  | Desirable |
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| * 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
 | * 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
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| **6. 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
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| **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.
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