**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. | | | | |
| **COMPETENCIES REQUIRED FOR THE ROLE** | | | | |
| Working with people  Persuading and influencing  Presenting and communicating information  Planning and organising  Learning and researching  Writing and reporting  Ability 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 | | |  | |
| **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 | |
| **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. | | | | |