



THE ROYAL BRITISH LEGION

JOB DESCRIPTION

Job Title: Public Relations Officer

Reporting to: National Public Relations Manager

Role Purpose: Initiate, plan, co-ordinate, respond to, provide advice on and implement a range of PR and media activities to achieve Corporate Communications' objective to secure maximum public awareness in support of the Legion and its work.

Key Responsibilities:

- Identify opportunities and set clearly agreed targets and objectives with the PR Manager.
- Identify and source consultancies to help deliver these programmes where appropriate, managing them to ensure that communications objectives are delivered and monitoring costs and performance against agreed targets.
- Identify key opportunities, gaining buy in and support for initiatives and acting as a representative of the Legion. Anticipate risks and challenges, adopting a proactive approach to problem-solving and mitigation.
- Responsible for co-ordination with Regional PRO staff in ensuring that the Communications activity in the Legion's Field and County offices is consistent with overall strategic Communications objectives.
- Offer support to Legion members and staff regarding PR policies, practices, procedures, programs and actions.
- Provide a critical supporting role to the PR Manager; assisting in the preparation, delivery and reporting of key performance indicators against the Corporate Communications' five and ten-year strategic plan and the annual operating plan.
- Research, develop and co-ordinate media campaigns on behalf of the Legion. Write and edit press releases; articles for in-house and external publications, creating speeches and items for the organisation's website and intranet. Answer enquiries from individuals, journalists and other organisations and speaking in public at presentations, press conferences or in media interviews.
- Maintain a solid and growing network of stakeholder relationships among influencers, decision-makers, partner organisations and media assets; presenting a positive, professional and contemporary face of the Legion.
- Provide professional, ethical and careful logistical and media management of beneficiaries used as media case studies to demonstrate the work of the Legion and to promote its fundraising efforts.

- Provide event management assistance in support of public relations, fundraising, membership, campaigning and welfare objectives; including guest and volunteer logistics and support, supplier management, securing of venue and programme/scheduling.
- Develop and maintain good working relations with the media, including national newspapers, magazines, radio and television.
- Provide support to PR initiatives involving social media such as Facebook, Twitter and relevant bloggers, incorporating new media platforms in the development, execution, monitoring and evaluation of all PR campaigns where warranted and generating social media and digital content as required.

This job description reflects the current scope of duties and responsibilities of the role. The post holder may be asked, and is expected, to undertake any other duties commensurate to the grade of the post. As duties and responsibilities change and develop, this job description will be reviewed and may be subject to amendment.

GENERAL

- To work in accordance with The Royal British Legion's shared values of **Service; Collaboration; Passion; Excellence; Valuing our people** which underpins the fundamental beliefs and qualities of who we are and what we do.
- 1) To implement the Equal Opportunities Policy into your daily activities.
 - 2) To be responsible for your own health and safety and that of your colleagues, in accordance with the Health & Safety at Work Act (1974) and relevant EC Directives, including reporting any health and safety hazard immediately you become aware of it.
 - 3) To work in accordance with the General Data Protection Regulations and Data Protection Act 2018; to ensure the correct reporting of data breaches, any changes to the processing of personal data which require a Privacy Impact Assessment and any requests under the Individual Rights provisions are reported to the Legion Data Protection Officer..
 - 4) It is clear that due to the nature of the role, the postholder will have access to material which is confidential. It is a condition of their contract of employment that they ensure that no confidential material is leaked from the department to unauthorised members of staff.
 - 5) Royal British Legion is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity. Any hire is to work in accordance with the Equality Act (2010).

PERSON SPECIFICATION

CRITERIA	ESSENTIAL/DESIRABLE	HOW MEASURED
QUALIFICATIONS		
A relevant degree or equivalent.	E	Application
EXPERIENCE		
Proven experience of media relations, public relations or journalism obtained in a national or high profile organisation.	E	Application/Interview
Experience of devising, formulating and implementing work plans and communication strategies	E	Application/Interview
Experience of working with journalists at national or regional levels and securing significant media coverage	E	Application/Interview
SHARED VALUES AND BEHAVIOURS		
<p>Service</p> <p>We support and serve. We are compassionate. We provide great customer care to all the people who come into contact with us. We are accountable and act with integrity.</p> <p>Collaboration</p> <p>We value working together and with partners to achieve shared goals. Through strong communication and support, we build trust with each other and treat everyone with respect and honesty.</p> <p>Passion</p> <p>We are passionate about our role and contribution. With a positive outlook we are resilient and committed to our work.</p> <p>Excellence</p> <p>We strive to be the best we can. We are effective and efficient. We are bold. We are open to new ideas and approaches, challenge each constructively and are willing to learn.</p> <p>Valuing our People</p> <p>We support, encourage and provide opportunities for all our people – ensuring we recognise and value</p>		<p>Interview</p> <p>Interview</p> <p>Interview</p> <p>Interview</p> <p>Interview</p>

everyone's contribution.		
SKILLS AND ATTRIBUTES		
The ability to talk to all levels of journalists and confidently promote stories that will interest them	E	Interview
Effective negotiating and influencing skills in securing agreement for media plans	E	Interview
The ability to present information clearly, accurately and to a range of audiences	E	Interview
Strong interpersonal and team working skills	E	Interview
Ability to plan, prioritise and manage a heavy workload and a flexible and positive approach to problem solving	E	Interview