



THE ROYAL BRITISH LEGION JOB DESCRIPTION

Job Title:	Senior Public Relations Officer
Reporting to:	National PR Manager
Responsible for:	Junior Public Relations Officer
Role Purpose:	To play a senior role in initiating, planning, co-ordinating, responding to and providing advice on and implementing a range of PR and media activities to achieve Corporate Communications' objective of securing maximum public awareness and support of the Legion in its work.

Key Responsibilities:

- Take overall responsibility for designing and driving forward integrated communications strategies, campaigns and projects, working with senior staff members and stakeholders.
- Deputise for the National PR Manager as required, managing the full National PR Team when necessary, as well as line managing the Junior Public Relations Officer.
- 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.
- Organise media facilities and interviews, draft sharp reactive statements and brief journalists in order to generate and influence our coverage.
- Identify opportunities and set clearly agreed targets and objectives with the National PR Manager.
- 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.



- Offer support to Legion members and staff regarding PR policies, practices, procedures, programs and actions.
- 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.

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.
- 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 legislation, including reporting any health and safety hazard immediately you become aware of it.
- To work in accordance with the General Data Protection Regulations and Data Protection Act 2018.



- To maintain confidentiality always. Due to the nature of the work, you may have access to material which is confidential. It is a condition of your contract of employment that you ensure that no confidential material is disclosed to unauthorised personnel.
- To implement the Equal Opportunities Policy into your daily activities. 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. All employees are required 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
SKILLS AND ATTRIBUTES		
Good IT skills including Microsoft Office skills	E	Application/Assessment/Interview
Effective interpersonal skills – able to engage effectively with a range of audiences including all levels of journalists and confidently promote stories	E	Interview
Uses own judgement when handling media enquiries to protect and enhance the reputation of TRBL	E	Interview
The confidence and ability to develop and maintain strong working relationships with senior members of staff and provide them with proactive media handling advice	E	Interview
Uses own initiative to turn objectives into measurable actions and results	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
The ability to anticipate media opportunities and the ability to devise and deliver imaginative plans for realising their potential.	D	Interview
Strategic thinking that will look for maximising integration opportunities for the portfolio of communications projects.	D	Interview
Empathy with mission, objectives and values of TRBL	E	Interview
Experience of working within charitable sector	D	Application/Interview
SHARED VALUES AND BEHAVIOURS		
<p>Service 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 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 We are passionate about our role and contribution. With a positive outlook we are resilient and committed to our work.</p> <p>Excellence We strive to be the best we can. We are effective and</p>		<p>Interview</p> <p>Interview</p> <p>Interview</p> <p>Interview</p>



<p>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 We support, encourage and provide opportunities for all our people – ensuring we recognise and value everyone’s contribution.</p>		Interview
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