

<b>ROLE DESCRIPTION FOR COMMUNICATIONS/PR ASSISTANT</b>
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**Job Title:**                    **Communications/PR Assistant (CA)** – temporary for 6 months (funded through FJF)

**Purpose of Job:**        The CA will be involved in developing and implementing a Media and Marketing Campaign. The role will involve developing a media contact plan, preparing press releases and promotional material.

**Salary:**                    £4.83 per hour for age 18-21 or £5.80 per hour for age 22 plus.

**Hours of work:**        Part time - 25 hours per week

**Core hours:**            To be agreed

**Contractual status**    Fixed term contract for period:

<b>Duties and Responsibilities:</b>
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**1. Media relations**

- Under supervision of the Directors, developing and implementing a Media and Plan.
- Researching appropriate offline publications and implementing an action plan to contact relevant media and individual journalists.
- Drafting press releases, newsletters and articles.
- Maintaining a database of journalists and media organisations.
- Screening the organisation's presence in the media, preparing regular press reviews for staff, management and Board.
- Monitor and report on media coverage

**2. Internet Communication**

- Contributing to improving the visibility of the service, achievements and successes across the web
- Produce a range of copy/information for the website e.g. monthly newsletter, latest news items, case studies etc.
- Supporting activities to reach and bind target audiences.

### **3. Events**

- Contributing to the organisation and arrangement of events.

### **4. Writing, editing and design**

- Creating off-line promotional material such as brochures, reports and other printed literature.
- Contributing to the distribution of those material

### **5. General responsibilities**

- Promoting the organisation
- Participating in networking activities to engage with potential partners and supporters
- Produce reports as required
- Attend staff meetings
- To act as a responsible member of the team and carry out any reasonable duties as requested by the Directors
- To be an ambassador for the vision of the organisation, both internally and externally, communicating and promoting the vision and direction of the organisation with passion.

## **PERSON SPECIFICATION**

You will be a strong communicator, enthusiastic with a willingness to learn or explore new ways to communicate.

Good written communication and editing skills	Essential
A broad understanding of communications across all areas – media, public affairs, online, branding and internal communications.	Desirable
Media Experience or working with journalists	Desirable
Experience of working in an office environment and using Microsoft office – Word, Excel, Powerpoint, Database management (of contacts) etc	Essential
Self-organised and motivated	Essential
Understanding of cultural differences, equal opportunities and diversity	Essential
A degree or equivalent qualification	Desirable

June 2010