

Job Title:	Senior PR Executive (part time)
Reports To:	Marketing Manager
Direct Reports:	n/a
Date:	January 2019

Job purpose

This is a key role with responsibility as lead on PR Activity in line with agreed KPI's. Brands currently include:

- Charity Services
- LVS Ascot
- LVS Hassocks & Oxford

This role will deputise for the department head, Marketing Manager, in a PR capacity with sufficient confidence to represent the credibility and professionalism of the marketing team.

Objectives

Lead on PR Activity to strengthen the reputation and awareness of all brands.

Duties, responsibilities and key tasks

1. PR

- Work together with the Senior PR & Account Executive to create annual PR plans for each of the brands aiming to support and achieve objectives.
- Work with the Senior PR & Account Executive to deliver PR plans that include written PR (managed by the Senior PR & Account Executive) and public relations activity beyond a reporting style traditionally favoured by the charity.
- Create and deliver PR plans for ad-hoc projects
- Regularly evaluate the investment in PR activity, it's effectiveness against objectives and make recommendations on any possible improvements.
- Lead on 'Fundraising as a PR Strategy' project
- Develop and create opportunities for the brands to be represented on a wider scale regionally and nationally.
- Evaluate and develop new opportunities for the brands to be showcased amongst new, relevant channels to widen reach and awareness.

- Ensure relevant brand consistency is delivered across all PR activity.
- Manage and build relationships with external agencies to ensure the most effective representation across all brands and deliver PR activity

2. Managing Stakeholders

- Ensure all stakeholders are effectively communicated with and managed as clients.
- Effectively communicate brand values to all stakeholders to support delivery across the whole organisation.
- Effectively liaise with marketing team members to take part in the smooth delivery of marketing plans across departments.

AD-HOC DUTIES

- Manage and process budgets/invoices and financial reporting effectively and to agreed limits.
- As part of the marketing team take an active role in team communications to ensure the integration of activity and deliver a consistent journey for our customers.

This role will require some travel and extended hours.

Approved by: (line manager)	
Date approved:	
Post Holder:	