



Job Description

Job title:	PR/Events Specialist (0.6 FTE) Salary level £28K p.a pro rata
Reporting to:	Director of Marketing & Communications
Responsible for:	N/A

Purpose and Scope of Role

The PR/Events Specialist plays an important role in building awareness about the impact and benefits of Active Gloucestershire's programmes, products and services, helping to ensure that everyone in Gloucestershire is active every day. The role will help to execute a PR strategy based on creative, social movement campaigns and events, ensuring strong relationships with the county's online and offline news media as well as with Active Gloucestershire's own county partnerships.

Primary responsibilities

- Increasing awareness of the brand, products and services both internally and externally through development and execution of an outreach, PR & communications strategy
- Working with our Physical Activity Specialists and strategic partners to develop campaigns, nurture leads and increase new business opportunities
- Leading and overseeing the research, development and production of press releases and presentations
- Dealing with enquiries from the public, press and related organisations
- Organising and attending promotional events, including exhibitions, workshops, forums, conferences, open days, tours and visits
- Speaking publicly at interviews, press conferences and presentations
- Providing clients with information about new promotional opportunities and current PR campaign progress
- Analysing and reporting on media coverage
- Setting editorial direction for content, consistent with brand voice, style and tone
- Developing and managing a database of media contacts
- Commissioning or undertaking relevant market research
- Developing texts, image, video and graphical content, either using desktop tools or working with creative agencies, and with support from digital marketing



General responsibilities	
	<ul style="list-style-type: none"> • Promote Active Gloucestershire's vision, mission and values at all times • Contribute expertise and experience to the charity's strategy and business planning to support the organisation's development and success • Prepare reports and give presentations • Meet with your line manager on a regular basis to review progress towards agreed objectives, providing verbal and written reports as required • Be responsible for implementing all relevant policies and procedures • Perform any other duties as reasonable requested from time to time

Person Specification	
Criteria	
Knowledge	<ul style="list-style-type: none"> • Strong understanding of public relations, media and events management • Knowledge of not-for-profit and social care sectors • Knowledge of Gloucestershire's media network (desirable, not essential)
Qualifications	<ul style="list-style-type: none"> • Journalist/CIPR qualifications
Skills	<ul style="list-style-type: none"> • Able to engage and influence stakeholders • Excellent content and editorial skills • Ability to translate data and content into actionable benefits • Strong presentation skills, able to present to people at all levels of organisations • Event design and management skills • Media database management and development skills • CMS publishing skills • Organisation skills, including ability to prioritise and meet deadlines
Experience	<ul style="list-style-type: none"> • At least 3 years in a similar role • PR planning processes and tools • Experience of the not-for-profit or public services sectors
Other	<ul style="list-style-type: none"> • Passion for using communications to drive social change and strategic engagement • Proactive and results oriented, keeping up to date with the organisations' products, services and campaigns • Clean driving licence • Ability to travel to settings across the county



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| | <ul style="list-style-type: none">• Ability to work as part of a team and on own initiative• Flexible attitude to work, including willingness to work evenings and weekends if required |
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