



GREYHOUND RESCUE
West of England

National PR Officer

We are looking for a skilled communicator who can lead a team of voluntary Regional PR Officers in raising the profile of Greyhound Rescue West of England across the UK.

This is a voluntary role with responsibilities to include:

- Plan, develop and implement a PR strategy for the Charity - to include the identification of key objectives, messages, audiences, target media and media approaches;
- Research, write and distribute national press releases to target media to position GRWE as the UK's leading independent greyhound and lurcher welfare organisation;
- Coordinate a team of local regional PR Officers, including holding quarterly audio calls to share information, plan PR activity and collate local media coverage;
- Develop standard PR templates, guidance notes and offer support and training to new and existing PR team members;
- Build and maintain strong links with national media to maximise PR opportunities for the Charity and respond to media enquiries as well as develop a database of national media contacts;
- Monitor, collate and analyse national papers, online news and other media to assess GRWE's media coverage, whilst identifying opportunities for comment and exposure;
- Develop and maintain PR information on the Charity's website, build a reference library of GRWE media coverage and produce a quarterly media coverage report for the Board of Trustees.

Skills and abilities required:

- Strong PR expertise
- Experience of managing and motivating volunteers
- An enthusiasm for GRWE's work and the ability to represent the Charity at a national level
- Excellent written and verbal communication skills
- Good knowledge of national print, broadcast and online media
- Commitment to the Charity's objectives

If you are interested in the role of National PR Officer then please contact the person shown under this position on the volunteer page.

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