

## Public Relations (PR) Officer Job Description

### **Responsibilities**

See General job description for Committee duties

- Develop PR campaigns
- Collaborate with committee members and maintain open communication with Chair, Group Facilitator & Business Secretary
- Edit and update promotional material and publications (brochures, videos, social media posts etc.)
- Prepare, Co-ordinate (working with other members i.e., Madeline, Guy etc) and distribute press releases
- Organize PR events (e.g., open days, press conferences) and serve as the charity's spokesperson
- Seek opportunities for partnership initiatives
- Address inquiries from the media and other parties
- Track media coverage and follow industry trends
- Prepare and submit PR reports
- Manage PR issues

### **Experience and Skills desired**

- Proven experience as a Public Relations Officer or similar PR role
- Experience managing media relations (online, broadcast and print)
- Background in researching, writing and editing publications  
Proficient in MS Office and social media  
Familiarity with project management software and video/photo editing is a plus
- Strong communication ability (oral and written)
- Excellent organizational skills
- Ability to work well under pressure
- Creativity and problem-solving aptitude