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| **Job Title:** | **PR Executive** |
| **Reports To:** | PR Manager |
| **Direct Reports:** | n/a |
| **Date:** | March 2021 |

**Job purpose**

This is a key role working alongside the PR Manager on PR and events activity in line with agreed KPI’s. Brands currently include:

* Charity Services
* LVS Ascot day and boarding school in Berkshire
* LVS Hassocks specialist school in West Sussex &
* LVS Oxford specialist school in Oxfordshire

**Objectives**

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

**Duties, responsibilities and key tasks**

1. PR
   * Work with the PR manager to implement annual PR plans to achieve objectives for each of the brands
   * Together with the PR manager, run the press offices for all brands, pitching ideas and responding to journalist requests, arranging interviews and briefings, supporting interviewees and maintaining an accurate media log
   * Write press releases, articles and case studies
   * Lead on event management and attendance
   * Work with the PR manager and marketing assistant to plan and execute social media
   * Identify and support award entries
   * Support the marketing assistant in maintaining the photo library
   * Update the news areas of the four websites
   * Maintain media materials
   * Build and maintain media lists for the four brands
   * Support on ‘Fundraising as a PR Strategy’ project
   * Monitor and analyse media coverage and generate quarterly reports which evaluate PR activity, and its effectiveness against objectives
2. Managing Stakeholders
   * Ensure all internal and external stakeholders are effectively communicated with
   * Ensure consistent communication of relevant brand values
   * Liaise with and support marketing team members to ensure smooth delivery of marketing plans across departments.

**AD-HOC DUTIES**

* + Support PR Manager with budgets/invoices and effective financial reporting
  + Take an active role in team communications.

**REQUIREMENTS AND QUALIFICATIONS:**

* 3 years + previous PR and social media experience
* Excellent spoken and written communication and presentation skills
* Flexibility, good organisational and time management skills a must
* Events experience essential
* Attention to detail
* Analytical problem solver
* Experience of working in the charity, hospitality or education sector an advantage, but not essential
* Experience of working with Cision to create media lists and reports desirable but not essential
* Driving license and car

**SCHEDULE:**

* Monday – Friday (with time off in lieu offered for occasional weekend working)
* Once lockdown is lifted, this role will be based at LVS Ascot
* The role will require occasional travel and extended hours.

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