



Job Description	
Job Title:	Public Relations Officer
Section:	Homeless Oxfordshire – across organisation
Reports to:	Head of Fundraising and Communications
Salary:	£34,000 pro rata 2 to 3 days per week
Location	OXFORDSHIRE /flexible home working
Main Purpose of role	
<p>The post holder will manage the internal and external image of the organisation. They will coordinate all public relations activities; develop marketing communication plans including strategy, goals and tactics. They will also develop a media relations strategy, seeking high-level placements in print, broadcast and online media</p>	

Main duties and responsibilities

- planning, developing and implementing PR strategies
- communicating with colleagues and key spokespeople
- liaising with, and answering enquiries from media, individuals and other organisations, often via telephone and email
- researching, writing and distributing press releases to targeted media
- collating and analysing media coverage
- writing and editing in-house newsletters, case studies, speeches, articles and annual reports
- preparing and supervising the production of publicity brochures, handouts, direct mail leaflets, promotional videos, photographs, films and multimedia programmes
- devising and coordinating photo opportunities
- organising events including press conferences, exhibitions, open days and press tours
- maintaining and updating information on the organisation's website
- managing and updating information and engaging with users on social media sites such as Twitter and Facebook
- sourcing and managing speaking and sponsorship opportunities
- fostering community relations through events such as open days and through involvement in community initiatives
- managing the PR aspect of a potential crisis situation.

Person Specification

Essential

- Proven experience as a Public Relations Officer or similar PR role, minimum of 2 years.
- Excellent communication, interpersonal and writing skills
- Drive, competence, flexibility and a willingness to learn
- Excellent organisational and time management skills with the ability to multitask – including working independently
- Ability to cope with pressure

- Creativity, imagination and initiative
- Good teamwork, analytical and problem-solving skills
- Business awareness and a good knowledge of current affairs.
- Experience of devising communications strategy for a homeless charity or a voluntary sector campaign
- Experience of proactive and reactive media relations
- Ability to interpret complex policy issues and communicate these in a compelling way to a wide range of audiences
- Ability to deal with information in a confidential manner and respond with sensitivity
- Flexible and non-judgmental approach to people and work.

Desirable

Knowledge and experience of working in the homeless sector

Operational Requirements

- An understanding of the sector, a commitment to the organisation and empathy with service users are also important. Charities need people who have the ability to cope with limited resources, seize opportunities and think creatively.
- The ability to handle numerical data may be required if the role involves budget management or fundraising, as well as political awareness and the ability to remain impartial, as many roles involve working in politically-sensitive areas.
- A full, clean driving license and use of a car, for the purposes of visiting organisations may be necessary.
- Report to the Head of Fundraising & Communications any safeguarding concerns without delay in line with procedures.
- Ensure IT systems are updated as required and concise record keeping is completed promptly.
- Strive for continuous improvement in customer satisfaction and feedback to the Head of Fundraising & Comms.
- Support user involvement and feedback
- To undertake such other duties, training and/or hours of work as may be reasonably required and which are consistent with the general level of responsibility of this position.
- To ensure that Homeless Oxfordshire's Equal Opportunities Policies are complied with and promoted in carrying out duties of the post.
- To carry out any other duties and responsibilities commensurate with the post as required.

Health & Safety

Under the Health & Safety at Work Act you have to ensure the Health & Safety of yourself and others who may be affected by what you do or fail to do. This includes colleagues, clients, public and contractors. The Act applies to all work activities and premises and everyone at work has responsibilities under it. You must co-operate with any work place Risk Assessments and draw any perceived problems to the attention of your line manager.

In addition to the general obligations of all employees under the Health & Safety at Work Act, you have a duty to undertake periodical review and Risk Assessments of your operational areas as it affects staff, clients, public and contractors.

The Risk Assessment includes all aspects of your responsibilities as covered by legislation. These Risk Assessments will be recorded and identified problems dealt within appropriate time scales. Records to be maintained of all work undertaken which is a requirement of Health & Safety Law.

This job description accurately reflects the requirements of the job at the time of writing but may be subject to change from time to time to meet the changing needs of Homeless Oxfordshire.