

JOB DESCRIPTION

JOB TITLE:	Charity Communications Executive
CONTRACT:	Permanent, Full Time (35 hours per week)
ORGANISATION:	Royal Life Saving Society UK (RLSS UK)
LOCATION:	Based at RLSS UK Head Office, Worcester <i>*Hybrid working may be considered, however the role requires working from Head Office for a minimum of 2 days per week</i>
DEPARTMENT:	Charity Communications
REPORTS TO:	Charity Communications Manager
SALARY:	£26,773.00 (Grade E)

ROLE OVERVIEW

The Charity Communications Executive is an integral part of the RLSS UK communications team, within the Charity Directorate, with responsibility for supporting the delivery of objectives relating to the strategic framework. Specifically in the aspects of supporting building the RLSS UK brand and reach through multi-channel communications, including media engagement and PR, developing ways in which we engage with and educate communities.

The role will work in line with one of our key strategic pillars: 'Building our Community', across the UK and Ireland. This is a pivotal role, working closely with the Charity Communications Team, to lead our PR and brand as well as looking to drive membership and fundraising through communications.

KEY TASKS & RESPONSIBILITIES

Communications/Marketing

- Work collaboratively with the charity communication and marketing department with national campaigns to raise brand awareness and deliver vital water safety messages.
- Lead the organisation's public relations; managing our media function including writing press releases, responding to and managing media calls, requests, and enquires, as well as briefing spokespeople for media appearances.
- Monitor, evaluate, and report on marketing communication performance to the Charity Communications Manager.
- Work with agencies, where appropriate, to ensure they are achieving specification and are delivering ROI.
- Ensuring that the RLSS UK brand is consistent, used correctly and is enticing and familiar to the public.

Membership Communications

- Manage the process, from conception to delivery, of the organisation's staple membership communication, Lifesavers magazine, on a bi-annual basis. This includes –
 - Project planning (including budgets, deadlines, relationship management etc)
 - Content writing and creation
 - Cross-departmental working to ensure content from relevant parties is received and collated effectively
 - Editing and proofreading
 - Supplier management, to ensure successful distribution

General

- To demonstrate and uphold the Society's values and behavioural standards at all times
- Ensure compliance with UK GDPR and the Data Protection Act 2018 by complying with internal information governance policies and maintaining up to date documentation as part of RLSS UK's compliance programme
- Proactively participate in the Society's equality, diversity, and inclusion (EDI) initiatives and training, and to promote a culture of respect and inclusion for all staff and customers

This job description is not to be regarded as exclusive or exhaustive. It is intended as an outline indication of areas of activity and responsibility and will be amended in the light of the changing needs of the organisation.

PERSON SPECIFICATION

Essential Relevant Experience, Skills and/or Aptitudes

- Marketing/PR qualification, or equivalent experience
- Previous experience leading on and managing projects, from inception to delivery
- Previous experience in creating effective communications materials
- Proven ability in copy writing and proofreading
- Strong organisational skills, with the ability to multi-task and manage priorities
- Ability to work in a high-pressured communications environment
- Excellent communication and interpersonal skills, including written and verbal, and interactions with media outlets
- Confidence to work independently, as well as part of a team
- Highly self-motivated to achieve and deliver results
- Creative and innovative thinker
- Ability to pay close attention to all aspects/details of any task
- Computer literate, including Microsoft Office Suite, Adobe etc

Desirable Relevant Experience, Skills and/or Aptitudes

- Undergraduate degree
- Knowledge and understanding of RLSS UK