



Marketing and Communications

Job Title:	PR Officer
Reporting to:	PR Manager
Dogs Trust Grade:	E
Location:	London office with hybrid working

Job Purpose

The PR Officer is responsible for developing and implementing comprehensive press activities at both national and regional levels.

This will involve responsibility for media relations to support: designated Dogs Trust rehoming centres, consumer campaigns, Vet and Behaviour campaigns, Corporate Partnerships and Research. These activities will be informed and inspired by the objectives and ethos of Dogs Trust's strategic objectives. The post-holder will contribute to the day-to-day running of the busy press office, participating in the on-call rota and responding to incoming media enquiries.

Overview of the Department/Team

The Public Relations team sits within the Marketing and Communications division. We help people to know, love and understand the charity and to take action to support the charity's work. We use our understanding of Dogs Trust and the needs of our wide and varied audiences to produce impactful, creative, on-brand communications.

The PR team focuses on our media relations work, proactively selling stories into the UK media, reacting to enquiries and ensuring we're equipped to handle a crisis. No two days in the Press Office are the same.

Key areas of accountability

Handling reactive media enquiries from nation and regional journalists. Researching and preparing statements for approval, briefing spokespeople, co-ordinating and attending media visits.

Generating proactive media coverage both regionally and nationally for specific campaigns, including planning, writing and disseminating news stories, pitching to national journalists and evaluating the success of the campaign.

Proactive involvement in the implementation of nationwide, integrated communications campaigns in line with the marcomms strategy.

Identifying target audiences within media and among stakeholders.

Support the work of other departments, such as the Operations and Corporate Partnerships teams, in relation to their communications needs, both regionally and nationally.

Assist with crisis management issues, in consultation with senior managers. Support senior managers in keeping crisis management documents and collateral up to date.

Contribute to maintaining out-of-hours press office cover, including the on-call rota. Monitor the impact of stories generated for the region and nationally. Provide support for other team members, e.g. helping to cover absence.

Cultivate and develop relationships with key journalists, producers and other media professionals. Contribute to a shared contact programme and maintain a strong bank of media contacts.
Any other reasonable duties.

Person Specification
<i>Essential skills, qualifications, experience, and attributes for shortlisting purposes</i>
Demonstrable experience of working in public relations and generating media coverage.
Demonstrable experience researching, writing, and selling in news stories for media.
Experience of working in a busy communications team with a press office function.
Significant organisation and time-management skills to be able to prioritise and juggle reactive and proactive work.
Excellent written communication skills.
Demonstrable experience of delivering KPIs on a variety of communications projects using initiative and project management skills.
Working knowledge of assisting with crisis management.
Experience of preparing key spokespeople for media interviews and successful delivery of key messages to media/digital outlets.
Commitment to the aims and objectives of Dogs Trust.
<i>Other essential requirements assessed at interview and/or through a practical assessment</i>
Excellent attention to detail.
Excellent verbal communication skills.
Ability to make things happen with an innate sense of urgency and ability to work under pressure and to deadlines.
Ability to use audience research to ensure regional campaigns are targeted and audience driven.

Our values and behaviours
The culture at Dogs Trust is based on our values and behaviours which underpin everything that we do.
<u>We dream big</u> Thinking boldly – We channel our passion and commitment to be open to new ideas and possibilities, and to be brave enough to generate and try out new ways of working. Embracing change – We have the courage, imagination and flexibility to focus on what really matters and adapt as needed to turn our dreams into reality.
<u>We're on the ball</u> Staying curious – We pay attention to what's going on around us and remain open-minded. We learn from others and consider different angles and perspectives. Focusing on impact – We are passionate about the difference we make. We use our knowledge and experience to plan our work, solve problems effectively and achieve what we set out to do.
<u>We make things happen</u> Being proactive – We have a positive, can-do attitude. We actively build strong relationships with others to solve problems and create opportunities. Working together – We are collaborative and inclusive. We create relationships based on kindness, trust and respect to bring out the best in ourselves and others.

Additional information
Roles based at our London office operate a smarter working model, which includes working from the London office and from home.
This role includes frequent travel to rehoming centres and occasional overnight stays.
The post holder will take part in an on-call rota for PR requests, which includes evenings and weekends.
Flexibility and willingness to meet the needs of Dogs Trust out of hours if required.
Last revised: September 2026

