

## Job Description

**Job Title:** Communications & PR Officer

**Responsible to:** Director

**Main Purpose of Job:** The Communications & PR Officer will support the full range of CPRE Kent's work by disseminating its activities across the full range of the planning and other campaigns CPRE Kent undertakes to better protect the environment of Kent and the improvement of the quality of rural life.

### Responsibilities:

The Communications & PR Officer role encompasses four key areas:

1. Media Relations
  - Liaise with local press, TV and radio to identify and create opportunities to increase CPRE Kent's exposure and promote campaign messages
  - Generate and disseminate press releases to effectively communicate CPRE Kent's stance, as confirmed by the Chairman and Branch Director, on topical issues affecting Kent's countryside
  - Respond to media inquiries, ensuring that an unambiguous position is maintained, consistent with current campaign messages, and, where appropriate, to divert such inquiries to the Branch Director or other appropriate senior team members
2. Communications
  - Maintain and develop the website in order to provide an informative platform for the work of CPRE Kent for existing and potential members and all other interested parties
  - Maintain a strong social media presence to drive interest towards the web site and the rest of CPRE Kent's work, as well as the work of the national CPRE organisation
  - Assist with the development of CPRE Kent policy on planning topics and, where appropriate, contribute to CPRE policy development at regional and national level
3. Publications
  - Edit the Branch Magazine, *Kent Voice*, which is published twice a year and sent to over 2,000 members in Kent, other county CPRE branches, local authorities, Members of Parliament and other relevant organisations
  - Draft copy, as required, for approval by Branch Director for use in a wide range of applications such as web articles/blogs, fliers, policy guidance notes, newsletters etc.
4. Membership & Promotions
  - Devise, develop and implement membership recruitment and retention campaigns in conjunction with the branch Communications, Membership and Fundraising committee
  - Ensure consistency in promotional messages and materials, including brand maintenance, across all publications and promotional events

CPRE Kent is a small charity and the duties of this post may be subject to reasonable alteration from time to time. The post holder will be expected to carry out other tasks required in the furtherance of CPRE's wider objectives, and will need to be able to work flexible hours, which on occasion extend to meetings at evenings and weekends and to travel within Kent and occasionally beyond.

**Person Specifications: Communications & PR Officer**

<b>Attribute</b>	<b>Essential or Desirable</b>	<b>Required Evidence</b>
<b>Qualifications</b>		
NCTJ qualifications	D	Application & certificates
<b>Skills &amp; Abilities</b>		
Computer literate and proficient in Microsoft Office and social media	E	Application & Interview
Excellent written and verbal presentational skills	E	Application & Interview
Ability to work with minimum supervision	E	Application & Interview
Sympathy with CPE's objectives and the understand environmental campaign issues	E	Application & Interview
Ability to manage and meet demanding deadlines	E	Application & Interview
Ability to communicate clearly and simply with a wide range of audiences	E	Application & Interview
<b>Special Requirements</b>		
Possess current driving licence and have access to a car when needed	E	Application & Interview
Professional, friendly and confident manner in dealing with others	E	Interview
Preparedness to work flexibly as required by the organisation	E	Application & Interview
Open to changes in working practices	E	Application & Interview