

The Great North Air Ambulance Service

Job Description

Job title: PR and Media Officer

Main purpose of job: Promoting the work of the Great North Air Ambulance Service through the generation of content involving the charity's patients, supporters and staff.

Relationships:

- Responsible to: Head of PR & Media
- Liaise with: Press/media, patients, supporters, donors, suppliers, and charity employees/volunteers.

Main tasks of job:

1. Develop insightful and engaging stories that promote the charity's objectives.
2. Work with colleagues to deliver multimedia content - maximising the potential of your work through photography, video and social graphics where appropriate.
3. Use the charity's own digital and print channels to gain exposure for your work.
4. Develop relationships with external media outlets to raise awareness and support fundraising.
5. Respond to media enquiries, arrange interviews and facilitate media visits to GNAAS sites.
6. Monitor third party coverage and observe what is being said about the charity, identifying opportunities and threats as they arise.

You will also be required to:

7. Promote the charity's objectives through its social media channels, creating engaging content and interacting with the public as appropriate.
8. Produce content for website, newsletter and marketing campaigns.
9. Assist the Head of PR and Media as necessary and take on duties as required.
10. Attend training to develop skills and knowledge as necessary.

The above is not an exhaustive list of duties and you will be expected to perform different tasks as necessitated by the organisation and the overall business objectives.

Signature.....

Date.....