



South West Fed Role description – Press Officer

Main tasks and responsibilities

1. Responsibility for the development and delivery of the South West Fed's Communication and Marketing Strategy and its corresponding plan.
2. Responsibility for ensuring that the South West Fed is developing and using appropriate marketing channels that respond to member and potential members' needs
3. Creation and publishing of all press releases and marketing material with board members providing content as appropriate
4. Writing of the monthly newsletter with board members providing content as appropriate and disseminating to members and subscribers
5. Attendance at Board meetings and playing an active part in the discussions and activities of the South West Fed.

Please also refer to the separate "Generic Role Description" document as regards the Charity's mission, governance and general trustee/director expectations and duties.

Skills, experience and outlook required

1. Experience of PR and marketing. It is not essential to have worked in the sector
2. An understanding of what makes for good, successful PR and marketing
3. An understanding of how marketing can increase income by increasing audiences

4. Team player, able to lead and inspire others and delegate as appropriate
5. A commitment to the South West Fed and its associated policies and practices, a passion for heritage across the sector, and actively building relevant networks beyond the Heritage sector.

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