

Job Description – Press Officer

Reports to: Head of News and Media
Based: Home Based
Hours: Monday to Friday inclusive, from 9.00am till 5.00pm (totalling 35 hours per week)

About Us

The Road Transport Industry is a dynamic, business critical sector upon which the UK economy depends. The Road Haulage Association (RHA) is the only UK trade association dedicated solely to the needs of UK road transport operators. It is the voice of the road haulage profession, a champion of its interests and a respected partner to the broader logistics community. We represent approximately 7,000 member companies.

As Press Officer at the RHA, you will play a pivotal role in managing our public relations and media engagements. We are dealing with national media – print and broadcast – daily, as well as the trade press for the UK haulage industry. Your primary focus will be to ensure accurate, positive and timely representation of our organisation in the media, and to communicate key messages to our members and stakeholders.

Key Responsibilities

1. **Media Relations:** Develop and maintain strong relationships with journalists and media outlets. Act as a first point of contact for all media enquiries.
2. **Content Creation and Planning:** Write, edit, and distribute press releases, articles, and statements. Ensure all content aligns with our brand voice and organisational objectives. Develop and maintain a monthly content calendar.
3. **Crisis Communication:** Manage communications in crisis situations, ensuring timely and accurate information dissemination.
4. **Event Management:** Coordinate press and media events. Prepare talking points and briefings for spokespeople.
5. **Social Media Management:** Implement social media strategy to align with the RHA's goals and objectives. Oversee and produce content for the RHA's social media channels. Engage with our audience and monitor social media trends.
6. **Reporting and Analysis:** Monitor media coverage and prepare reports on media activity. Analyse the effectiveness of communication strategies and suggest improvements.
7. **Stakeholder Communication:** Liaise with internal stakeholders to gather information and craft coherent messages.
8. **Monitoring:** Monitor industry-related issues that could impact the organisation and prepare proactive communication strategies.

Qualifications and Experience

- Bachelor's degree in communications, Journalism, Public Relations, or a related field.
- Proven experience in a press officer role or similar, preferably within the transport or logistics sector.
- Strong written and verbal communication skills.
- Ability to work under pressure and manage crisis communication effectively.
- Excellent media contacts and the ability to develop new relationships.
- Proficient in social media management and digital communication tools.
- Ability to work independently and as part of a team.

Personal Attributes

- Strong interpersonal skills.
- Proven ability to work independently and within a small media team
- Excellent organisational and time-management abilities.
- Keen attention to detail.
- A proactive and creative approach to problem-solving.
- Commitment to the Road Haulage Association's values and priorities

General Responsibilities:

All employees of the RHA have the following responsibilities:-

Health and Safety

- To take responsibility for your own health, safety and welfare, being conversant and ensuring compliance with the organisation's policies and procedures

Training and Development

- To undertake all reasonable training, learning and development activity designed to support you in your role

Diversity and Equality

- To be responsible for your own behaviour and act in a manner that avoids and discourages any form of discrimination or harassment

Quality Policy

- To be responsible for the activities required to support the organisation's Quality Policy

Data Protection Policy

- To be responsible for the activities required to support the organisation's Data Protection Policy.

Employee's Signature:

Date:

Manager's Signature:

Date:

Review Date:

Date: