



Job Description – Press Officer

Reports to: Head of Media
Base: Weybridge Office
Hours: Monday to Friday, 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 6,000 member companies. We run a busy press office at our media & marketing base in Weybridge. We're dealing with national media – print and broadcast – on a daily basis, as well as the trade press for the UK haulage industry.

Who are we looking for?

- We're looking for an experienced, enthusiastic, committed and hardworking press officer to assist our Head of Media and support the wider Marketing team.
- You'll have first class communication skills and a strong track record in either PR or journalism.
- You'll be able to get your ahead around haulage industry issues and then brief journalists with authority on RHA policy and issues.
- We need you to be able to write snappy, coherent press releases that sell our stories well to the media – and follow up with broadcast bids and fixing as well as quotes for specialist correspondents.
- You'll also be in charge of our weekly newsletter that goes out to more than 9 thousand members – so strong subbing, headline writing and production skills are important.
- We're also looking for someone with first class social media skills: you might be a keen blogger, video skills including smartphone shoot-edit are important, along with experience of posting on Twitter, Facebook, YouTube and other social media sites as well as websites.
- You'll be a first class team player with a sense of humour in our dynamic media office.

Key responsibilities and duties:

- Daily press monitoring
- PA diary monitoring
- Proof reading of copy
- Checks of covering of the RHA across all media
- Attendance at all RHA events
- Flexible working hours including some weekend on-call duty.
- Writing stories for online and Facebook

Key skills:

- First class writing skills
- An eye for a story – and how to shape it.
- Strong photographic and video skills.
- The ability to build contacts and interact well with journalists and colleagues.
- Proactive story generation.
- Attendance at external meetings.
- Strong & demonstrable social media skills.
- Strong teamwork skills essential

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

Employee's Signature:

Date:

Manager's Signature:

Date:

Review Date:

Date: