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| **Job Description & Person Specification** |

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| **Position Details** |
| **Position:** *Public Relations Executive* | **Department:** *Communications* | **Reporting To**: *Communications Manager* |
| **Overall Objective**: To support the Club’s positive public profile through generating, planning and delivering effective, engaging PR opportunities that highlight the Club’s wider commercial, community and charitable activities. |
| **Job Description** |
| **Main duties:*** To establish and maintain strong, professional relationships between the club and the local, regional, national and international media, particularly with relevant non-football media outlets.
* To broaden the Club’s PR reach through engaging new, targeted, specialist media outlets that can more effectively promote the Club’s good work in specified fields.
* To use the club's assets and talent, particularly its players, to generate positive coverage of the Club’s commercial, community and charitable activities, adding value to the Club’s relationships with partners and stakeholders.
* To work with relevant departments within the Club to identify and plan effective, creative PR opportunities that fit with the Club’s commercial, community and charitable goals.
* To work with the Content team to develop creative internal and external PR opportunities that will make the Club a market-leader in non-football PR activation.
* To write and delivery appropriate briefs to ensure that all assets and talent are adequately prepared for all relevant PR opportunities so that their involvement can be maximised.
* To reasonably contribute to the club's in-house content platforms as is necessary or requested, particularly around the time of major events.
* To work with the club's Media Relations Officer to explore opportunities to combine players' contractual, football media obligations with positive PR opportunities that highlight the club's work in commercial, community and charitable fields.
* To assist in access delivery for external media, including at selected home and away First Team fixtures.
* Ad hoc duties.
* The employee must undergo training and carry out an Equality Impact Assessment on all policies, projects, strategies and plans in line with the Equality Standards.
* The Employee must at all times carry out his/her responsibilities with due regard to the Club values and policies and procedures, in particular Health & Safety, Equality and Diversity, Confidentiality and with regard to the Data Protection Act.
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| **Person Specification** |
| Essential* At least two years of experience in a press office environment with experience of managing media contacts and proactive PR activation.
* Excellent people skills and an ability to build profitable, long-term relationships both with colleagues and members of the media.
* Excellent organisational skills and the agility to adapt to changing circumstances at short notice.
* An acute understanding of the modern media landscape, including the influence of digital and social media.
* An understanding of commercial relationships and how to effectively service the needs of Club partners.
* Outstanding, creative and accurate copywriting skills and proof-reading experience.
* A creative, open-minded approach to work.
* The ability to listen to others and to work well as part of a team.
* The ability to work under pressure and to deadlines.
* A full, clean driving licence.
* Competence in IT, including the use of standard Microsoft Office programmes.
* Availability to partake in foreign travel if company business necessitates.
* To adhere and communicate the Club’s brand values to stakeholders whenever the opportunity arises.
* A commitment to continuing professional development

**Desirable** * Proficiency with foreign language/s would be advantageous, but by no means essential.
* An awareness and experience of social networking on behalf of a company, including Facebook/Twitter/You Tube/Google+, Instagram and Snapchat.
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| **Role Requirements**  |
| * To undertake required training, including mandatory Club Equality and Diversity and Health and Safety training.
* To ensure that the Club’s Safe-guarding and Vulnerable Adults policies and procedures are adhered to at all times.
* To adhere and communicate the Club’s brand values to stakeholders whenever the opportunity arises
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| *Leicester City Football Club is an equal opportunities employer and is committed to provide equality and fairness for all employees. Leicester City Football Club opposes all forms of unlawful and unfair discrimination. Please refer to our Equality and Diversity Policy for further information.*Employee Signature Date  Manager Signature Date . |