



Citizens Advice Taunton
St Mary's House
Magdalene Street
Taunton, TA1 1SB

citizensadvicetaunton.org.uk

Citizens Advice Taunton

PR Officer

Role Description & Person Specification (March 2021)

Reporting to

Author: Chief Officer

Date: 23.03.21

Chief Officer

Context

To help publicise the work of Citizens Advice Taunton via communications, digital and social media, press releases, radio and TV, and to maximise our online presence. Also, to aid the promotion of the benefits of volunteering, and to assist the office in holding events.

Responsibilities

- Maintain leaflets, posters and other promotional literature
- Draft press releases in liaison with relevant managers
- Draft website content in liaison with relevant managers
- Assist with the production of the Annual Report, and other communications such as the quarterly Newsletter
- Assist with the coordination of the AGM and other events
- Prepare display board material
- Maintain the Waiting Room TV presentation
- Maintain the public display in the front window
- Manage our social media activity, focusing on Advice and Research & Campaigns news
- Develop links with the local media

Person specification

Essential

- Availability for 3 hrs + per week (preferably on Wednesdays to coincide with the Research & Campaigns team)
- Excellent communication skills, both oral and written
- Experience of preparing external communications
- Experience of using Microsoft PowerPoint and Publisher
- Experience of Facebook, Twitter or similar social media
- Commitment to the aims and principles of the Citizens Advice service
- Commitment to equal opportunities
- Ability to work as part of a team
- Willingness to attend training and other meetings
- Approachable and friendly
- Ability to work on own initiative

- Able to develop links in the community
- Enthusiasm and confidence

Desirable

- Experience of writing press releases
- Experience of participating in the formulation of PR strategies
- Brand experience