

# Public Relations - volunteer

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Organisation: Money A+E

**Location** Mansfield House, 30 Avenons Road, London (East), E13 8HT

**Where the role is based** Either at home or at organisation

**Travel limit** Greater London

**Opportunity type** Ongoing role

## Opportunity description

Money A+E need help increasing the awareness of their profile and brand. Being a small social enterprise, we have great ambitions and we are at the stage of scaling-up the money advice and education services we deliver in order to increase the social impact to local people in local communities. Therefore, we require the help of a volunteer Public Relations Officer.

## The role

- To research suitable media platforms (local press, radio, T.V.) for which the Money A+E profile / brand can be promoted through.
- To compose appropriate press releases for selected media platforms.
- To routinely follow up communications with media contacts, stake holders and beneficiaries and build relationships.
- To oversee all general public relation activities for Money A+E.
- To prepare reports on public relation strategies and present them to Management.
- Keep an historic record of public relation media stories.
- To communicate with our Newsletter designer and Website designer in order to coordinate the promotion of public relation related stories.
- To be resourceful with limited budgets.
- To assist in developing a public relations strategy for Money A+E.
- To have a full comprehension of the laws and risk assessments associated with public relations activities.

## Required skills

- Experience working in public relations with other organisations.
- Basic research skills.
- Excellent communications skills with the ability to clearly articulate verbally & in written form.
- Good social and networking skills.
- You must be self-motivated and have good time management.
- Basic I.T. skills (Microsoft office, outlook, using the internet).

## Characteristics:

- We are looking for someone who has a desire to help people deal with the challenges of financial exclusion, debt and financial confidence.
- We are looking for someone who is able to work as part of a team, non-judgmental in thinking and able to communicate and engage with diverse groups within the local communities.
- Open to a flexible working approach.

## Desirable:

- To have an interest in social / financial inclusion challenges in the local community.
- Have the ability to be creative and innovative within the scope of the role.
- Have a passion to bring positive change to the local community.
- Able to self-motivate and work well as part of team. Ability to be creative and innovative within role. Passion to change the local community.

## What impact the opportunity will have

You added value will allow Money A+E to raise its profile and become visible to the Social Media world. You will assist Money A+E to promote its brand, to reach more beneficiaries and to let potential funders know what great work and social impact we achieve in the local community.

## What's in it for the volunteer?

You will be volunteering for a community focused organisation. You will be challenged in helping us grow within a current unstable economic climate. You will make a significant difference in the lives of 100's of individuals and families impacted by austerity, low paid income and more.

## Time commitment

In and out of office hours (flexible)

1-2 days per week (dependent on availability, days are open to discussion).

Minimum 6 months, 12 months preferable.

## Other details

When working from our office, public transport expenses & lunch will be reimbursed, subject to a daily maximum of £10.

## **Additional application instructions**

We will aim to respond to your application as soon as reasonably possible. Please be patient with us and thank you for showing an interest.