

Job Description:
Senior PR Officer

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| Function: | Brand and Communications, Press and PR |
| Job:  | Senior PR Officer |
| Position:  | Band B |
| Job holder: |  |
| Date (in job since): |  |
| Immediate manager (N+1 Job title and name): | Press and PR Director |
| Additional reporting line to: |  |
| Position location: | One Southampton Row, London |
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| 1. Purpose of the Job – State concisely the aim of the job.  |
| We are looking to recruit a full time in-house PR professional to proactively seek PR opportunities for the company. Reporting to the Press and PR Director, the role is part of a very busy central press and PR team and will focus on the company’s UK and Ireland business.  |
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| 2. Dimensions – Point out the main figures / indicators to give some insight on the “volumes” managed by the position and/or the activity of the Department. |
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| 3. Organisation chart – Indicate schematically the position of the job within the organisation. It is sufficient to indicate one hierarchical level above (including possible functional boss) and, if applicable, one below the position. In the horizontal direction, the other jobs reporting to the same superior should be indicated. |
| Press and PR Director Senior PR ManagerPR Manager***Senior PR Officer***Communications Assistant  |

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| **4. Context and main issues** – Describe the most difficult types of problems the jobholder has to face (internal or external to Sodexo) and/or the regulations, guidelines, practices that are to be adhered to. |
| * Support a complex and fast-moving business
* Meet tight deadlines
* Provide a professional service and act as a consultant to internal clients
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| 5. Main assignments – Indicate the main activities / duties to be conducted in the job. |
| * Media relations and PR for Sodexo UK and Ireland corporately
* Media relations and PR support for Sodexo’s business segments in the private and public sector
* Press office
* Crisis management
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| 6. Accountabilities – Give the 3 to 5 key outputs of the position vis-à-vis the organization; they should focus on end results, not duties or activities. |
| * Handle press enquiries
* Write press releases, features, advertorials and opinion pieces
* Organise photo calls and interviews
* Build relationships with the relevant trade and regional media
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| 7. Person Specification – Indicate the skills, knowledge and experience that the job holder should require to conduct the role effectively |
| * a genuine passion and drive for proactive media relations and networking with journalists to build long term relationships
* strong ability to successfully secure and generate consistent positive media coverage both locally and nationally, and ability to find creative media solutions and generate new ideas
* excellent communications skills both written and verbal
* to act as first point of contact for media enquiries ensuring all requests are managed quickly and effectively
* crisis and incident communications planning and implementation with ability to work under pressure to tight deadlines with competing priorities
* at least four years’ experience in PR and crisis communications
* knowledge and/or experience in working with major private and public sector institutions, stakeholders and NGOs such as blue chip companies, the NHS, Ministry of Defence, Ministry of Justice, and trade organisations.
* ability to work flexibly as part of a busy PR team
* a can do attitude and the ability to meet short deadlines
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| 8. Competencies – Indicate which of the Sodexo core competencies and any professional competencies that the role requires |
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| * Growth, Client & Customer Satisfaction / Quality of Services provided
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| * Rigorous management of results
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| * Brand Notoriety
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| * Commercial Awareness
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| 9. Management Approval – To be completed by document owner |
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| Version |  | Date | 19 July  |
| Document Owner | Clare Collins  |

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