



Job Title: Press Relations Officer

Job Level: Front Line

Responsible To: Communications and Press Relations Manager

Direct Reports: None

Place of Work: The role will be based remotely, with occasional travel into venues.

Purpose of the Job

The role is focussed on supporting the Communications and Press Relations Manager to increase awareness and improve perceptions of the organisation through highlighting the significant positive impact Sheffield City Trust delivers for the city and people of Sheffield.

Job Summary:

As a key influencer in the organisation's future brand direction creating an impact across the city you will be able to:

- Work with the Comms. and PR manager to advocate in the community to increase our profile locally and regionally amongst our stakeholders.
 - Build strong working relationships to be the first to hear of stories and opportunities that align with our communications aims
 - Collaborate with a variety of internal and external partners and stakeholders to communicate the values and outputs of the organisation
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Key Responsibilities:

- Monitor industry news and create a daily news alert to share with the SLT
 - Build strong working relationships with venue staff and the community team to identify and write up case studies and other PR opportunities
 - Create engaging social media content in collaboration with the marketing department and schedule in a timely manner across the trust's multiple social media accounts
 - Monitor social media channels to identify potential new partnerships and stakeholders
 - Media liaison in the Communications and Press Relations Manager's absence
 - Compile and design the monthly stakeholder newsletter
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- Assist the Communications and Press Relations Manager in organising and attending promotional events for the trust
 - Research and write effective and engaging blog content and other copy where required
 - Provide general communications support to the Communications and Press Relations Manager where required
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Expected Behaviours

ICAN – Our company culture is built on this ethos. Supporting, helping, offering excellent service to all customers, stakeholders, and colleagues.

Ethical, with integrity – Operates with sound moral principles, through a broad knowledge of the wider environment. Displays strong integrity, honesty and builds trust easily

Inspiring – Approaches everything with energy, passion, empathy, and connection.

Driven – Extremely hard working, is compelled to accomplish goals individually and drives teams to do the same.

Excellent Communicator – Articulates clearly and concisely, listens to others, and ensures that relevant information is shared across the organisation.

Motivated Is genuinely invested in the success of their team and organisation.

Self-aware understands that their behaviour and mood has an effect on others.

Compassionate Has a good understanding of their team and is compassionate and empathetic to those around them.