

Black Foxes UK - Media and PR Coordinator

Job Title: Media and PR Coordinator

Location: Remote

Commitment: 3 hours per week (Minimum 3 months)

Role Overview:

As a Media and PR Coordinator, you will be responsible for managing media relations, crafting strategic public relations (PR) initiatives, and supporting the organisation's brand awareness efforts. You will work closely with various teams to ensure cohesive messaging across all platforms, while engaging with media outlets, influencers, and community groups to promote the organisation's vision and initiatives.

Key Responsibilities:

- Manage media relations, including drafting and distributing press releases to relevant outlets.
- Develop and implement PR strategies aimed at increasing visibility, engagement, and public awareness of the organisation's activities.
- Create compelling content to support brand awareness, marketing campaigns, and media outreach.
- Liaise with media outlets, influencers, and community groups to build positive relationships and secure media coverage.
- Collaborate with internal teams, including Policy, Fundraising, and Social Media, to ensure consistency in messaging and public communications.
- Monitor and evaluate media coverage and PR efforts, providing feedback to optimise future campaigns.

Required Skills and Qualifications:

- Proven experience in media relations, public relations, or marketing.
- Strong written communication skills, with the ability to create engaging and creative content tailored for different audiences.
- Ability to build and maintain relationships with journalists, media outlets, and influencers.
- Excellent organisational skills, with the ability to work both independently and as part of a team.
- Experience in developing and executing PR strategies is advantageous but not essential.
- Proficiency in working remotely, with access to a reliable device and internet.

Eligibility:

- Applicants must be 18 years of age or older.
- Previous experience in media relations, PR, or marketing is preferred but not required.