



## JOB PROFILE

Job title:	Journalism/PR Officer
Department:	Media
Accountable to:	Operations Director

### Job Purpose

To control the company's overall public image & communications, research and provide articles to network members and manage the Media Department.

### Main Duties:

- Research and provide copy for all company publications including the company newsletter
- Oversee and write company press releases
- Provide PR advice to individuals and departments
- Identify newsworthy articles and provide comments to press from relevant staff
- Ensure any advertising & marketing material is in line with the company image and branding
- Responsible for overseeing communications to IFAs and informing them of company events and promotions
- Overall management of company events and promotions
- Oversee the updating and maintenance of the database of IFA emails for all correspondence
- Presenting and sourcing stories for IFAtv

### Skills & attributes:

Excellent attention to detail  
Good organisational skills  
Strong IT skills  
Presenting skills  
Writing & researching skills  
Management skills  
Ability to work on own initiative

### Qualifications:

Media qualification or experience  
Video production

For the right candidate, training will be provided  
Experience of the Financial Services industry preferable but not essential