

 **PART 1: ROLE DESCRIPTION**

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| ROLE TITLE: PR Officer |
| REPORTING TO: Communications Manager | DIRECT REPORTS: 0 |
| DEPT/SECTION: Communications | TEAM SIZE TOTAL: 4 |

OVERALL PURPOSE OF ROLE:

MoneySavingExpert.com is the UK's biggest consumer website with over 13 million users a month. The site's dedicated to cutting your bills and fighting your corner with journalistic research, cutting-edge tools and a massive community – all focused on finding deals, saving cash and campaigning for financial justice.

We’re looking for an unflappable and creative self-starter that will be at the forefront of our relationships with the media.

This newly-created role sits within the communications team, which brings together the campaigns, press and internal communications parts of the organisation.

We’re a small and nimble team working in an integrated way across MoneySavingExpert.com to get our MoneySaving tips to as many people across the UK as possible. We use print, broadcast and digital media, not only to help people cut their costs, but also get our voice heard in places that matter to fight for consumer rights.

If you're interested, email your CV and covering letter before Sunday 13 April, addressed to Pritie Billimoria, to jobs@moneysavingexpert.com.

MAIN ACTIVITIES / TASKS:

* Research and draft press releases, articles, statements and quotes
* Sell stories to newspapers and magazines
* Respond to incoming media enquiries promptly
* Evaluate media and social media activity and produce a monthly report
* Set up and manage broadcast media interviews
* Co-ordinate social media engagement and updates
* Monitor news and current affairs to identify PR opportunities
* Develop PR plans that identify target audiences and use relevant online and off-line communications channels to reach them
* Contribute to the wider communications programme as required, liaising with the editorial team in particular

**PART 2: ROLE REQUIREMENTS**

KNOWLEDGE & SKILLS:

**Essential**

* Degree or equivalent qualification or equivalent knowledge/ experience in Journalism/ Communications.
* Digitally savvy with good knowledge of social media
* Exceptional written and oral communications skills
* Flexible and adaptable approach to the role
* Ability to process lots of info and find the key facts quickly
* A good organizer, able to prioritise and work under pressure

**Desirable**

* Familiarity with the use of HTML would be an advantage
* Experience of working in a PR agency or in-house press office
* Flexible, dynamic and ambitious
* Familiarity with the consumer market, such as financial services, energy, consumer rights

PRIME ROLE LOCATION:

MoneySavingExpert.com Ltd, 19-22 Rathbone Place, London, W1T 1HY