

PR Officer



Job title: PR Officer

Reporting to: Sales and Marketing Director

Salary: £26,000

Location: Mary Rose Trust, HM Naval Base, Portsmouth

Hours: 37 hours per week, usually Monday—Friday, although occasional weekend/ evening working may be required

Contract type: Permanent

Key relationships:
Internal: Sales and Marketing Business Unit team, Executive Team
External: Press and PR contacts, Portsmouth Historic Dockyard, National Museum of the Royal Navy

Key Facts

Key Measures	Press and Media coverage.	Direct Reports	Sales and Marketing Director
Other Measures	PHD Visitor Income & Visitor Numbers.	Non-Direct Reports (wider BU Team)	N/A

Purpose of Role

This role will focus on PR and Communications for the Mary Rose Trust and Portsmouth Historic Dockyard.

Responsibilities and duties:

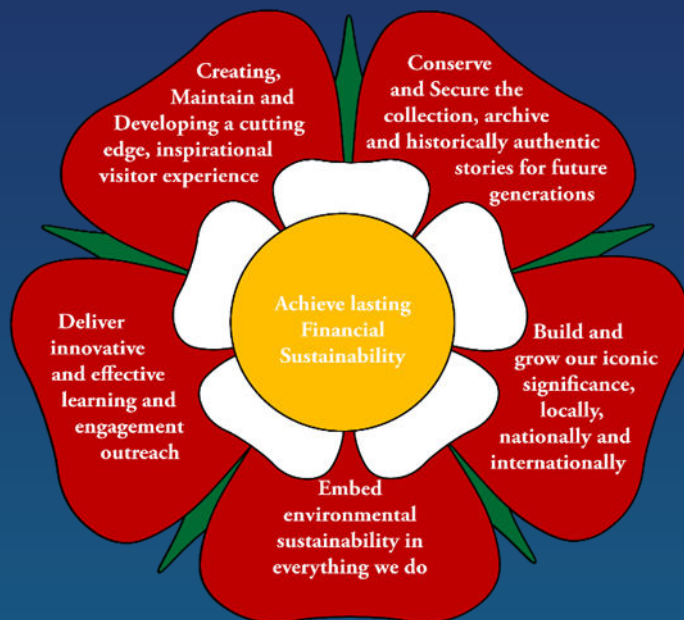
Main Responsibilities

- To contribute towards the PR strategy for the Mary Rose Trust and Portsmouth Historic Dockyard (PHD), and deliver the day-to-day implementation of this strategy.
- To work with the Portsmouth Historic Dockyard (PHD) PR and Communications team to generate PR interest for Mary Rose Trust, and PHD, that ties to our Marketing Campaigns and Strategy.
- To draft press releases, and other communications as needed to support PHD and MRT.
- To work with the wider PHD PR team with a focus on Consumer PR, in order to enable and deliver our Sales targets for the year.
- To facilitate and manage the day-to-day aspects of media/communications, including dealing with filming requests, scheduling visitors, and arranging filming permits/permissions.
- To work with the Sales and Marketing Director to ensure that collaborative PR undertaken through PHD is aligned to values and mission of Mary Rose Trust and delivers authenticity in everything we do.
- To act as a point-of-contact with the media, and maintain an on-going dialogue with media in order to facilitate and create opportunities for stories/features in media.
- To deliver the implementation of filming/photography for media for the Mary Rose Trust and PHD, including the creation of filming schedules (liaising with colleagues across both organisations as needed).
- To work with the Sales and Marketing Director in order to help initiate and deliver documentaries, TV productions, features, etc., relating to the Mary Rose and work with the Sales and Marketing Director to oversee their production and subject content.
- Work alongside the Digital Marketing Officer to ensure excellence in our social media content, newsletters and our website, and to ensure that this aligns with Trust values and mission.
- To help develop and cultivate Ambassadors for the Mary Rose from a broad range of interests, ie historians, TV personalities, local and regional.
- Administration with the Sales and Marketing Business Unit, which could include the creation of purchase orders, filming permits, diary management, and other related items.

Other duties

- To undertake any other duties or projects commensurate with the nature and grade of this post as required by the organisation. The post holder will be prepared to work occasional weekend and bank holiday days, as these are the busiest times for the Mary Rose Operation, as well as occasional evening work.

Mary Rose Strategy – Business Unit Contribution



Sales and Marketing Business Unit links to these KSO:

- **Achieve Lasting Financial Sustainability**
Visitor Revenue from PHD
- **Create, Maintain and Developing a cutting edge, inspirational visitor experience**
Through the Visitor Centre
- **Conserve and Secure the collection, archive and historically authentic stories for future generations –**
Through consumer marketing, PR, TV and Radio coverage, and social media

As well as contributing to remaining KSO through Mary Rose Website and Social Media Marketing.

1. Experience

Essential

- Experience of PR and/or Communications
- Minimum of two years' experience of PR or a related role.
- Evidence of successful cultivation of external and internal relationships
- Evidenced success in delivering PR and Media goals.
- Experience in Communications and PR that drives positive business results.
- Experience in drafting press releases, and other related communications.
- Ability to manage multiple streams of activity, with excellent prioritisation skills.
- Experience of working in a complex stakeholder environment.
- Administration experience in a busy environment.

Desirable

- Recent experience within a heritage or visitor attractions environment.
- Experience at working with diverse range of stakeholders and teams.

2. Skills

Essential

- Strong team working, team building, and motivational skills, empathy and people focus.
- Strong commercial aptitude, results focussed, analytical and highly numerate.
- Excellent written and verbal communication skills
- Skilled in getting the best possible results when working with multifunctional teams.
- Negotiation and persuasion skills.
- Ability to juggle multiple priorities calmly & effectively.
- Innovative, lateral thinker.
- Customer and audience focussed.
- IT, digital/social literate.
- Strong self-awareness and commitment to ongoing personal development.
- Administration skills

Desirable

- Empathy with importance of Sense of Place & authenticity of Mary Rose and Portsmouth Historic Dockyard as a whole.

3. Knowledge

Essential

- PR and media.
- Communications.
- Understanding the complexity of a multi-organisation site.

Desirable

- Museum, Heritage Industry
- Marketing knowledge, especially in digital arena.