

Volunteer Role, Public Relations

The Ashford Mediation Service is a registered charity that provides free confidential and impartial mediation services to the residents of the Borough of Ashford who are experiencing conflict or difficulties with others.

Founded in 1997, we help people who are in dispute with their neighbours over noise, parking disputes, boundary disputes, general harassment, and anti-social and abusive behaviour.

We also provide mediation services between parents and their children (over 7 years of age), between relatives, and child access disputes.

Our aim is to prevent the escalation of conflict to limit the intervention required by the police, social services or other authorities. To do so will create a more harmonious working environment for the entire community.

We are looking to appoint a volunteer with experience in public relations to help with our communications strategy. We are aiming for more positive results with press and media engagement, ensuring that we make a positive difference in our community.

The volunteer PR specialist will manage and oversee the public image of the Ashford Mediation Service, establishing relationships with members of the media, pitching stories to publications, monitoring media coverage and communicating with potential partners.

The Trustees have already developed key messaging for the Service but would welcome your input going forward.

We would hope that the PR specialist would produce press releases, web copy and executive presentations.

The role requires excellent written and verbal communication skills. Journalism and/or agency background a plus.

PRIMARY RESPONSIBILITIES

- Copyedit, proofread, and revise communications.
- Promote AMS services through public relations initiatives.
- Create thought leadership materials.
- Create and deliver press releases, media relations content, case studies, white papers, executive bios, corporate newsletter content, social media content, and speaking proposals.
- Identify, develop and execute communications strategy for key media contacts and customer references.
- Research media coverage and industry trends.
- Develop fresh story ideas.
- Coordinate scheduling and logistics.

Person Specification

Essential

- Able to demonstrate a senior level and full range of public relations skills
- Excellent written, verbal and presentation skills, with a track record of producing high quality, inspiring and compelling content across a range of channels/audiences
- Experience in briefing and influencing a range of press and media contacts in order to achieve positive news coverage
- Experience in managing and mitigating reputational risk
- Experience of working in the voluntary, charity and public sector

Desirable

- Dedicated to the organisational cause and objectives and willing to act as the charity's ambassador
- A team oriented and collaborative approach to problem solving and management

Time Commitment

- We will work with the successful candidate to come to a mutually convenient work- load but it is hopeful that the successful candidate could spare between 2-10 hours per week

Reporting structure

The post will report to the Development Director, but will also work closely with the Trustee in the Board responsible for Marketing and Communications

Remuneration

This is a voluntary post but reasonable expenses will be met.

For further information contact Ian Redding, Director of Development at info@ashfordmediation.co.uk or on : 07845 914838.