



MEDIA & PR MANAGER

The Retired Greyhound Trust (RGT) is a national charity, established in 1976 and dedicated to finding loving homes for greyhounds when their racing days are over. We operate a network of 72 volunteer-led branches across Britain from which we find approximately 4,000 homes each year.

The Trust is now seeking a first, full time Media and PR Manager to join its small head office team in Worcester Park, Surrey.

Reporting to the Chief Executive, the successful candidate will be responsible for managing all aspects of the Trust's media relations. The role will be exciting and varied and will include:

- Working with the Trust's branches to secure local press coverage to promote their work and the suitability of ex-racing greyhounds as pets.
- Working with internal and external partners to develop initiatives to secure national press coverage for the RGT.
- Establishing a Press Office, dealing with enquiries from members of the media and acting as spokesperson for the charity on occasions.
- Developing and implementing national and local advertising strategies and managing an advertising budget.
- Editing and producing the Trust's biannual newsletter, *Homer*.
- Developing the Trust's online presence, including use of social media.
- Co-ordinating a series of events during the year to include annual greyhound shows, receptions for supporters and the Trust's presence at other shows including *Crufts* and *Discover Dogs*.
- Assisting with the implementation of a national fundraising strategy.

The successful candidate will be:

- Educated to degree level or equivalent.
- An exceptional communicator with proven written, editing and proof-reading skills.
- A motivated and organised self-starter, comfortable working on their own or in a team.

He or she will have:

- A strong work ethic, a creative flair and a passion for getting results.
- At least three years relevant experience in a role that includes press and/or PR.
- Empathy with the objectives of the Retired Greyhound Trust.

Experience of one or more of the following would be desirable: the charity sector; marketing; advertising; sales and negotiation.

Salary: £28 – 30,000 depending on experience.

To apply please send a CV and covering letter to: Peter Laurie, Chief Executive, Retired Greyhound Trust, 2nd Floor, Park House, 1-4 Park Terrace, Worcester Park, Surrey KT4 7JZ

Closing date: **Friday 3rd February 2012.**

For more information about the work of the RGT, please visit www.retiredgreyhounds.co.uk

Retired Greyhound Trust is an equal opportunities employer.