

African Business Association, Yorkshire

<https://abfb.co.uk/job/publicity-and-communications/>

Publicity and Communications

Description

We are seeking a dedicated and enthusiastic volunteer to join our team as a Publicity and Communications volunteer. In this role, you will play a crucial part in promoting our organization's vision and mission through effective communication strategies. You will be responsible for publicizing our initiatives, events, and achievements, and ensuring our message reaches a wide audience.

Responsibilities

1. Develop and implement publicity and communication strategies to raise awareness of our organization and its activities.
2. Create compelling and engaging content for press releases, newsletters, website updates, and social media platforms.
3. Collaborate with the marketing team to maintain consistent brand messaging and tone across all communication channels.
4. Build relationships with media outlets, influencers, and stakeholders to generate positive coverage and partnerships.
5. Coordinate and organize publicity events, including press conferences, interviews, and media engagements.
6. Monitor media coverage and social media platforms to track mentions, feedback, and sentiment regarding our organization.
7. Respond promptly to media inquiries and requests for information, ensuring accurate and timely communication.
8. Assist in the development and distribution of marketing materials, including brochures, flyers, and promotional items.
9. Stay informed about industry trends, best practices, and emerging communication tools and technologies.
10. Collaborate with cross-functional teams to gather information, stories, and updates for effective communication.

Qualifications

1. Previous experience in publicity, communications, journalism, or related fields is preferred but not mandatory.
2. Excellent written and verbal communication skills, with the ability to craft clear and compelling messages.
3. Strong interpersonal skills to build relationships with media professionals, influencers, and stakeholders.
4. Familiarity with various communication channels, including traditional media, social media, and online platforms.
5. Basic knowledge of public relations and publicity strategies.
6. Creative thinking and the ability to generate innovative ideas for publicity campaigns.
7. Ability to work independently, take initiative, and manage multiple tasks in a fast-paced environment.
8. Passion for our organization's mission and the ability to effectively convey our values and goals.
9. Proficiency in using communication and collaboration tools.
10. Flexibility to accommodate occasional evening or weekend events.

Job Benefits

Hiring organization

African Business Association,
Yorkshire

Employment Type

Volunteer

Date posted

7 December 2023

Application Deadline

29.02.2024

Join us as a volunteer in the Publicity and Communications role and contribute to spreading our organization's message, raising awareness, and making a positive impact in the community. Your efforts will play a crucial role in amplifying our voice and promoting our vision and mission.