



NEATH PORT TALBOT CARERS SERVICE

CARERS AT THE HEART

JOB DESCRIPTION

Job Title:	Public Relations Officer
Location:	Neath Port Talbot Carers Service 36 Orchard St Neath SA11 1HA
Job Type:	Full-time
Schedule:	Monday to Friday
Salary:	From £23,348.50 per year

Job Overview:

- We are looking for someone with passion and sparkle to join our team. With a keen eye for detail, a passion for storytelling and a drive to make a difference. You will ensure that our marketing complements and supports our vision for the charity.
- A confident self starter, you will use your marketing and PR knowledge and skills to design and deliver campaigns to showcase our work and values. As a PR officer you will be based in Neath, but be able to travel to PR opportunities across the region. The position involves leading efforts to increase awareness of NPT Carers Service, our services, and our activities by website, email, newsletters and print materials. As well as keeping on top of our social media presence, including regular posting, community engagement, and monitoring of online reviews.
- Join our team and be part of an organisation that is making a difference to unpaid carers.

Responsibilities:

- To be the first point of contact for those contacting the service by email and social media.
- Manage the organisation's digital presence, including website content, social media platforms, and email marketing.
- Oversee the creation of marketing materials including brochures, presentations and proposals, ensuring consistency with brand messaging and visual identity.
- To organise engagement events and other activities for carers and partner organisations.
- Collaboration with team to promote events, conferences and special occasions. Help internal and external events run smoothly whilst also creating content for social media.
- Implement new modern methods of improving brand awareness.

Qualifications:

- Able to demonstrate an aptitude for the use of software packages, including Microsoft office, PowerPoint, Word, Excel, Outlook and web contact management systems with a good understanding of social media such as Facebook, X, LinkedIn and TikTok
- Excellent written and verbal communication skills.
- Be able to demonstrate excellent organisational skills.
- Ability to work under pressure and meet tight deadlines.
- Enthusiastic, self-motivated and outgoing.
- Full UK driving licence.

To request an application form please email recruitment@nptcarers.org.uk.