

Job Description**Anglo American Oil Company Ltd****PR Executive**

Based Wareham

Reports to: Managing Director
Close working relationships with: Export Manager, UK Sales Manager
Positions reporting to this position: None

Purpose of the Job:

To promote the Company through communicating key messages to all media in order to build, maintain and manage the reputation of the Company.

Accountability for:

- Contents and appropriate circulation of press releases.
- Contents and in-page design of web sites.
- Administration and information provision of customer competitions.

Work Objectives

1. Promote the Company as a provider of first rate fuels, additives and services.
2. Research, write and distribute press releases to targeted media.
3. Collating and analyse media coverage.
4. Liaising with and answering enquiries from media, individuals and other organisations, often via telephone and email.
5. Writing and editing articles about the Company's brands.
6. Preparing and supervising the production of newsletters, publicity brochures and flyers, adverts, promotional videos and photographs.
7. Devising and coordinating photo opportunities.
8. Attend events including exhibitions and press tours.
9. Maintaining and updating information on the organisation's website.

Person Specification – PR Executive

1. Communications degree, NCTJ proficiency certificate or equivalent media or public relations qualification.
2. Holds a driving licence.
3. High standard of written and oral presentation. Able to write fluently, correctly and interestingly.
4. Knowledge of web design and ability to maintain and up-date web sites.
5. Understanding of media.
6. Excellent organisational and time management skills with the ability to multi-task.
7. Business awareness and a good knowledge of current affairs.
8. Knowledge of environmental affairs and / or motor racing will be a bonus.

November 2009