

PR/Marketing Executive Job Description

Organisation

Resurgence was founded in the 1960's. For information, please visit www.resurgence.org

Position - PR/Marketing Executive

The Resurgence Trust is seeking a highly skilled, self-motivated and dynamic PR/Marketing Executive to dramatically raise the profile of Resurgence and substantially increase the readership and circulation of Resurgence magazine (circulation currently just over 8,000).

The candidate should have extensive PR experience in all aspects of mainstream media. Excellent written and verbal communications skills, coupled with highly developed interpersonal skills. Must be flexible and open to changing priorities and managing multiple tasks simultaneously within compressed time frames and proven ability to oversee marketing and advertising activities.

The candidate will be expected to accompany the Resurgence Editor-in-Chief, Satish Kumar, to public meetings and events, and speak about Resurgence.

This is an opportunity to raise the profile of a well-established and inspirational organisation coinciding with the 45th Anniversary celebrations in 2012.

This is a full-time post, based in London

35 hours a week, salary: £20,000, one year initial contract

Applications by 5pm, 6th June 2011 to:

Satish Kumar, The Resurgence Trust, Ford House, Hartland, Bideford, Devon EX39 6EE Email: elaine@resurgence.org

Responsibilities and Duties

- Develop and implement an integrated strategic communications plan to advance Resurgence brand identity; broaden awareness of its values and priorities; and increase the visibility of its readership across a wider audience including the youth.
- Raise the profile of Resurgence magazine, increase the membership base of The Resurgence Trust, develop and implement a company wide plan to increase membership and sales.
- To develop and maintain a database of media contacts.
- Create marketing/public relations strategy that will allow Resurgence to cultivate and enhance meaningful relationships with targeted, high-level external audiences,
including the media and key influencers.
- To achieve frequent, timely and positive media coverage across all available media.
- Identify challenges and emerging issues faced by the organisation and have the ability to quickly grasp complex technical and business concepts and express them in clear language. Work with the trustees and staff to recognise internal and external communications opportunities and solutions, and define and execute appropriate strategies to support them.
- Develop Resurgence print communications including the annual marketing report and marketing collateral materials and manage relationships with associated suppliers and clients.
- Work with the Website Manager to maximise the impact of electronic communications in relation to marketing and new media.
- To develop an annual marketing plan in conjunction with the Membership Manager and Website Manager.

- Serve as communications spokesperson to Resurgence trustees and as a spokesperson and lead person on media interactions that help promote and/or impact the organisation.
- Exercise judgment to prioritise media opportunities, and prepare talking points, speeches, presentations and other supporting material as needed.
- Accompany Satish Kumar on speaking engagements and represent Resurgence at events, including public speaking on behalf of the organisation and be prepared to travel.
- Actively engage, cultivate, and manage press relationships to ensure coverage surrounding Resurgence programs, special events, public announcements, fundraising, Outreach activities and other projects. Particularly media coverage for The Resurgence 45th anniversary.
- Create marketing materials where appropriate to support the role of PR (press releases/media packs, etc.) in collaboration with the in-house designer.
- Take responsibility for the day-to-day activities of the communications function including budgeting and planning, and working with the team.
- Promote a culture of high performance and continuous improvement that values learning and a commitment to quality.

Personal Qualities, Qualifications and Experience

- Educated to degree level, preferably in a related subject.
- Minimum of 2 years experience in a PR/Marketing and communications leadership role.
- Experience of working within a membership based organisation and an understanding of the voluntary sector.
- Excellent communicator, with experience of public speaking and good interpersonal skills.

- Extensive experience in all aspects of developing and maintaining marketing strategies to meet organisational objectives.
- Thorough understanding of branding principles and approach/methods through multimedia including the Web.
- Strong understanding of customer and market dynamics and requirements.
- Entrepreneurial Spirit: Takes initiative and actively seeks to deepen current client relationships and forge new ones.
- Must have Vision, Communications Strategy and Leadership.
- Clear understanding of ecological issues and supportive of the ethos of Resurgence.
- Ability to work independently and as part of a team.

This Job description can be expanded or deleted in view of the changes of the organisation in full consultation with the post holder.

Resurgence magazine is published by The Resurgence Trust, an educational charity (no. 1120414) that promotes ecological sustainability, social justice and spiritual values. **www.resurgence.org**