

## External Relations Manager, Royal School of Needlework

c. £30,000

Reports to: Marketing Manager



Patron: Her Majesty The Queen  
President: HRH The Duchess of Gloucester

The Royal School of Needlework is a unique centre, teaching hand embroidery at degree, certificate, diploma and day course levels, with an international clientele.

We are recruiting for an External Relations Manager to raise the RSN brand's awareness across all media and promotional platforms and to reach new customers, by implementing a strong PR strategy.

The successful candidate will require a public relations background with particular experience of both promotional and digital marketing. This is a multi-faceted role, requiring strategic thinking, project management, customer relationship management and excellent communications skills.

This is a senior role, but as part of a small charity organisation you must be prepared to be both strategic and hands on while working within limited budgets. The role will require some evening and weekend working and working away from home, depending on the exhibition calendar and external events.

Deadline for applications is 10am Monday 20 July. Interviews on 22 and 23 July. Application should be by CV with a covering letter saying what you can bring to the post. Email [bryna.black@royal-needlework.org.uk](mailto:bryna.black@royal-needlework.org.uk)

### Primary purpose

To promote the RSN brand and all RSN departments to the stitch and craft press as well as to general interest publications, in print and online, nationally and internationally via all media platforms including traditional press, social media, blogs, TV, radio

- To research, plan, and manage, the press and advertising strategy
- To manage the press budget across all departments, negotiating advertising deals in specialised and general press
- To proactively secure and negotiate press coverage across a range of publications and platforms
- To be guardian of RSN house-style, use of logo etc.
- To generate, create, write and distribute RSN press releases containing RSN news stories for the media across all platforms
- To research and contact new press leads as well as keeping regular Press informed
- To respond to all media requests and to encourage press visits to RSN base, RSN satellites, RSN internal and external events
- To add RSN comment on relevant news stories
- To represent the RSN at internal and external events, and to network with the press
- To co-ordinate, edit and produce the Friends newsletter twice a year, and the monthly RSN general and RSN Friends eNewsletter
- To contribute to RSN's social media presence (Facebook, Twitter, Instagram etc.)
- To regularly update the RSN Media Packs
- To take the lead on overseeing and further developing the RSN website
- To oversee taking and storage of RSN images for PR use
- To keep HRP/HCP Press informed of any press and filming visits requiring external images
- To keep the University for the Creative Arts informed of important press stories regarding the Degree (UCA is our validating body for the Degree)
- To manage RSN Marketing Department Volunteers
- To undertake any other duties as required by the Marketing Manager or Chief Executive



## Person specification

### Experience and skills

#### Essential

#### Desirable

Proactive Press Relations experience  
Digital and social media experience  
Evidence of solid PR campaigns  
Excellent copywriting skills  
Budget management  
Reporting skills  
Database management  
Customer relationship management experience  
Organisational skills, prioritise, meet deadlines  
Website management  
PR experience in a charity or education context  
B2C niche PR experience  
Public speaking  
Senior experience in a small organisation  
PR qualifications

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### Personal qualities

Leadership  
Multi-tasker  
Can-do attitude  
Flexible  
Committed  
Innovative

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