



# FOREVER HOUNDS TRUST

Matching greyhounds and lurchers to happy homes

[www.foreverhoundstrust.org](http://www.foreverhoundstrust.org) • 03000 111 100

## Role Profile

### Regional PR Volunteer

#### Overall objective:

To promote FOREVER HOUNDS TRUST, raising the profile of the charity locally and extending its good reputation to generate home offers, funding and volunteers.

To educate the public in the work of FOREVER HOUNDS TRUST, and the suitability of ex-racing greyhounds and rescued lurchers as family pets.

**Responsible and supported by to:** Volunteer Regional Co-ordinator, Volunteer Co-ordinator (staff) and CEO (staff)

#### Key tasks:

- Research, write and distribute local press releases in accordance with FOREVER HOUNDS TRUST guidelines and policies (full training provided)
- To distribute centrally generated press releases to local media
- Liaison with FOREVER HOUNDS TRUST's social media and event teams to publicise and promote dogs and events as well as special promotions
- Create posters and promotional materials to publicise events and dogs for homing as necessary
- Maintain a PR database of local media
- Take or collate photographs to support press releases
- Liaison with PR team colleagues by email, phone and conference calling

#### Skills and abilities:

- Ability to work as part of a team
- Excellent written and verbal communication skills
- IT literate
- Desirable - experience of PR/marketing or writing for press
- Desirable – good photographic skills
- An enthusiasm for FOREVER HOUNDS TRUST's work and the ability to represent the charity
- Commitment to FOREVER HOUNDS TRUST's objectives and values

- The ability to participate in regular team emails and/or calls to exchange ideas and best practice, share experiences, templates and give reminders, hints and tips; undertake training as required

**Time required:**

This is a very flexible role; however, it is not unusual for volunteers to spend 3-4 hours volunteering per week in this role. This role can be shared by more than one volunteer.

**How we will support you:**

You will receive full training and support in your role. FOREVER HOUNDS TRUST will provide you with guidance and direction to ensure that you have a positive, enjoyable volunteering experience.

**For further information or to express your interest please email [volunteering@foreverhounds.org](mailto:volunteering@foreverhounds.org)**