



POSITION DESCRIPTION - Volunteer PR Lead

Date:	July 2023
Industry:	Not-for-profit
Location:	Global/Remote
Employment Type:	Part-time
Reports to:	Director of Marketing & Communications
Website:	http://umbrellaalliance.org

The Organisation

Umbrella Alliance, a leading organisation advocating for neurodiversity, seeks a volunteer PR Lead to join our diverse, inclusive, and forward-thinking team. Our organisation's ethos centres on embracing diversity and fostering inclusivity. We are committed to promoting these values internally and externally in all communication and interactions. As our PR Lead, you'll play a central role in shaping public perception of our organisation, promoting our flagship event, ND23, and championing our commitment to diversity and inclusion.

Key Responsibilities:

- Develop and execute strategic PR and communications plans to increase organisation recognition.
- Identify and manage relationships with key media outlets, journalists, and influencers in related fields.
- Draft and disseminate press releases, media advisories, fact sheets, and other PR materials.
- Collaborate closely with other members of the team on promotional campaigns and initiatives.
- Review and analyse PR results on a regular basis and adjust strategies as necessary.
- Manage social media platforms, engage with users in a professional manner and present analytics reports.
- Organise and facilitate PR events, conferences and webinars.



Qualifications:

- A minimum of 1-2 years of experience in Public Relations or related fields.
- Outstanding written and verbal communication skills.
- Ability to work autonomously.
- Knowledge of public relations software and social media platforms.
- Problem-solving skills, creativity, and a strong team player.
- Commitment to the mission and values of Umbrella Alliance.

By committing your time and expertise to Umbrella Alliance, you will not only contribute to an important cause but also gain meaningful work experience within a global not-for-profit. If you are passionate about advocating for neurodiversity and fostering diversity and inclusion, while advancing your PR career, we would love to hear from you.

Contact: Ruth Farrell, office@umbrellaalliance.org

Website: umbrellaalliance.org

Position Description: <https://www.volunteermatch.org/search/org1235359.jsp>

Read our Mission Vision & Values - <https://www.umbrellaalliance.org/about>