

## PR Volunteers

Reporting to PR Coordinator

RZSS runs a very busy press office and has the ongoing need for PR Volunteers to assist the team on a regular basis. The Communications & Partnerships team is looking for volunteers who can commit to a set day, one day per week, for a minimum six month period (with holiday allowance).

### PR Volunteer Specific Duties:

Following training, volunteers will be asked to do the following:

- Helping the team to keep the central **media list** up-to-date
- Keeping an accurate log of all **press cuttings** on an ongoing basis, using an online tool and excel

The role will also require some of the following:

- Assisting the PR Coordinator with **photocalls** – creating props, greeting media, guiding them to the photocall location on site
- Option to write some **photocalls** and **event notices** (if wished, although this does not have to be an essential part of the role if the individual does not wish to explore this aspect)
- Some **liaison** with other departments across RZSS
- Liaising with the digital team to source suitable **photography** from the Society's media library

### PR Volunteer Role:

- Volunteers will attend an induction and will receive specific training for the role
- All volunteers accepted into this role will be required to complete a **Basic Disclosure** check

### PR Volunteer Specification:

We are looking for volunteers with the following skills and attributes, in order for them to complete their duties effectively:

- The role is ideal for someone currently studying PR, communications, media, marketing etc. who is looking to get more on-the-job experience. However, the role is also suitable for someone who has an interest in the field. No direct experience is necessary
- Friendly, outgoing and self-confident, with the ability to engage effectively with people
- Can do attitude
- Good communication skills in talking to colleagues in C&P, across RZSS and potentially press
- Reliability and regular attendance
- Excellent understanding of working together, and taking / acting on instructions
- Keen to learn and stay informed
- Aged 18 or over
- Commitment of one day per week (with holiday allowance). Minimum duration six months

### PR Volunteer Benefits:

- Opportunity to assist our PR team and gain experience in communications
- Opportunity to help ensure visitors to our events have an exceptional experience

### General RZSS Volunteer Benefits:

- Opportunity to be involved in an international conservation charity
- Chance to contribute to a team of like-minded people
- Free access to RZSS Edinburgh Zoo and RZSS Highland Wildlife Park
- Free car parking in RZSS Edinburgh Zoo
- Discounts in RZSS catering outlets

- Invitation to social events
- Free attendance to relevant RZSS educational talks for training purposes

**Please note:**

- All our volunteers should ensure that their tetanus inoculations are up to date
- Volunteers are entitled to claim travel expenses, if they wish, for travel to and from duty days and training sessions

***\* Whilst we do welcome volunteers of all abilities and needs, please let us know if you do have special needs that we should to be aware of.***