



PR AND PA VOLUNTEER **JOB SPECIFICATION**

Keene is a well-established and successful public relations and public affairs company, based in the heart of the West End.

We are looking for an undergraduate or graduate with relevant experience, with good analytical and writing skills, to join our friendly, hard-working team. You will be enthusiastic, creative, a lively self-starter, an excellent communicator, happy to work in a team and yet be able to manage your own workload.

Your role will be to assist both our Public Affairs and Public Relations teams in providing communications campaigns for a number of our clients. You will have the opportunity to gain experience of a range of policy areas and disciplines.

Knowledge and Skills Required

- Demonstrate knowledge of the legislative and policy making process in the UK and EU.
- Show understanding of the role of Public Relations and Public Affairs in the business environment.
- Provide proof of strong interest in or experience of relevant policy issues (see below).
- Ability to swiftly absorb complex information and apply this knowledge to seeking opportunities to influence policy and promote client aims.
- Ability to communicate orally and in writing to the highest standards.
- IT literate.

Day to Day Duties

- Media and political monitoring and intelligence gathering for clients across a range of policy areas including aviation, environment, manufacturing, technology, the public and voluntary sectors, foreign governments.
- Providing regular reports for clients on activities and analysis of relevant issues.
- Collating press cuttings and managing trade forward feature lists
- Liaison with journalists
- Drafting political correspondence, briefing papers and policy submissions.
- Reporting on conferences, select committee inquiries and other political events as required.
- Assisting with new business and marketing activities
- Updating and monitoring online and social media

General office duties

- Normal working hours 9.00 am - 5.30 pm, though client and office demands may require flexibility outside these times.
- Sharing office administration, including answering of phones, filing and own word processing - even making tea and coffee.
- Candidate must be able to start immediately, for an initial three-month period.
- Salary: expenses