

## Part-time Publicity and PR Officer

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This role will act in support of this festival, by overseeing all publicity, public relations and networking with press, Churches and public from October 2018 - February 2019.

### **Key Duties**

1. Working in partnership with the Festival Administrator to develop and maintain databases
2. Networking with Church and community organisations
3. Overseeing design and printing of publicity
4. Overseeing distribution of publicity
5. Initiating and co-ordinating social media campaigns
6. Writing and sending out press releases
7. Liaising with media
8. Organising Press Launch
9. Any other tasks which may be required as part of the post

### **Essential Criteria:**

- Have experience of cross-denominational work in sympathy with the Christian faith.
- Have experience of successful publicity/promotional campaigns.
- Have experience of writing/designing promotional material.
- A knowledge of the 4 Corners Festival.
- A knowledge of the Christian faith from across the denominations.
- A working knowledge of good practice in event promotion and publicity.
- A working knowledge of media in Northern Ireland
- Good communication skills including verbal, written and interpersonal.
- Collaborative and self-actuating

### **Desirable Criteria:**

- A theological, community development, media or other relevant qualification.
- Have experience of the promotion of an annual festival.
- A knowledge of the community sector across Belfast
- A working knowledge of good practice in festival promotion.