**Job Description**

# Job Title: Public Relations Officer (Part-time)

Location: Chinese Resource Centre, 1 Stranmillis Embankment,

Belfast

Responsible to: CWA Management Committee

Salary: £8,000

Hours: 10 hours per week

Contract type: Fixed Term (ending 31st March 2026), contract may be renewed subject to funding

**Job Purpose:**

The Public Relations Officer will support CWA’s communications and outreach efforts by fostering positive relationships with stakeholders, media representatives, and the wider community. This role involves managing public engagement, promoting CWA’s initiatives, and ensuring effective external communications.

**Key Responsibilities:**

**Public Relations & Communications:**

* Networking with statutory, voluntary and community sectors
* Managing and developing working relationships or active partnerships with other organizations, all sectors, and politicians
* Raising the profile of CWA as the main support and representation agency for the Chinese community
* Promoting racial equality in service provision in statutory/voluntary agencies
* Understanding social & public structures and legislative framework, and responding to public policies/legislative proposals and organising consultations within the Chinese community
* Develop and maintain relationships with media representatives, community leaders, and key stakeholders
* Assist in drafting press releases, newsletters, and social media updates to enhance public awareness of CWA’s work
* Coordinate public relations activities, including events, media outreach, and partnership initiatives
* Monitor public perception and provide strategic recommendations to enhance CWA’s reputation

**Stakeholder Engagement:**

* Act as the main point of contact for external communications and public inquiries.
* Support the development and execution of outreach campaigns to engage the community and stakeholders
* Represent CWA at events, meetings, and networking opportunities to strengthen partnerships
* Representing /publishing CWA at conferences, seminars, public arenas, and various occasions

**Social Media & Content Management:**

* Building and maintaining good relationships with the media e.g writing press releases, conducting press conferences, responding to media requests for information or interviews and handling television, radio/press interviews
* Assist in managing social media accounts, ensuring consistent and engaging communication
* Create promotional materials and content aligned with branding and messaging guidelines
* Respond to public inquiries on digital platforms, maintaining a professional and responsive presence

**Administrative & Reporting Duties:**

* Monitoring/ carrying out funding applications to various bodies when needed
* Developing and delivering CWA’s funding strategy and fundraising for CWA
* Maintaining records of media interactions, stakeholder engagements, and outreach activities
* Preparing reports on public relations efforts and provide insights on community engagement trends.
* Supporting internal teams with communications strategies related to branding and public messaging
* Reporting to the Management Committee and staff on meetings with stakeholders, funders, government departments, partners, and other relevant entities as appropriate.
* Carrying out other duties as may be reasonably required by the Management Committee

**Qualifications & Experience:**

* Degree (Third level education) in a relevant discipline or 5 years’ experience in a

community setting

* In-depth knowledge of the Chinese community in N.I. or U.K.
* Knowledge of the structures of government, statutory and voluntary sectors
* Strong written and verbal communication skills, with an ability to tailor messaging for different audiences
* Ability to build and maintain relationships with diverse stakeholders
* Proficiency in social media management and digital communications
* Highly organized with strong project management skills

**Desirable Skills:**

* Familiarity with nonprofit or public sector communications
* Experience in event planning and community engagement
* Knowledge of branding, marketing strategies, or content creation tools

**Personal qualities**

* + Initiative – using own ideas and those of others to get things done
  + Commitment to racial equality
  + Flexibility – openness to new ideas and change

**Circumstances**

* + Prepared to work outside normal working hours as necessary
  + A current, clean driving licence and access to a vehicle