



IoD Central London Ambassador Vacancy – Public Relations

The IoD Central London Branch is looking for a Public Relations (PR) Officer to join their local Ambassador community and play a vital role in the function of the IoD.

Branch Ambassadors, led by the Branch Chair, make up a voluntary team of senior business leaders who deliver a programme of engagement opportunities for IoD Members.

The purpose of the PR Officer on the Central London Ambassador team is to ensure that the IoD and its policies receive the maximum favourable profile locally.

The objectives of the PR Officer will be (but not limited to);

- To organise effective and systematic communication between the IoD and local media
- To organise an effective local response to press and other media queries.
- To maximise local publicity for Central London Branch activities and national IoD Policy issues.
- To ensure that local opinion formers are fully informed about the IoD and its national policies.
- To ensure that local Members are informed of both national and local IoD services and activities.
- To keep Central London Ambassadors informed on PR activities

Typical activities for a PR Officer might include;

- Ensure the London and Central London Chairs are kept abreast of PR activity within the Central London Branch
- Obtain and circulate to Central London Ambassadors press cuttings and forward diary of events.
- Maintain local press cutting folder, report on PR and communications issue to Central London Ambassadors
- To ensure that an IoD display stand is made available whenever appropriate at a local event and that stocks of IoD literature are available with it.
- To arrange for any promotional activities (e.g. local awards, visits etc) to be undertaken by the branch

The successful candidate will be professionally qualified and have a demonstrable track record in senior leadership, with established business interests and a network of established contacts within London. They will also be a strong advocate for good governance and responsible business practices amongst Directors, with a desire to give back to the community.

As a local IoD Ambassador you will promote and recognise great businesses and their stories within London and support the positive impact of business on society, whilst actively supporting IoD Members in their drive to grow purposeful, responsible companies.

The successful candidate will work alongside the London and Central London Chair's and the Central London Ambassador team whilst having the opportunity to support the IoD's growing membership base of business leaders, offering their expertise, insights and thought-leadership.

You will have a great understanding of the London business economy, and will be expected to promote the IoD within the community, public sector and policy makers. You will receive support and unique opportunities for connections and a policy platform.

Why apply to be a Branch Ambassador?

- As PR Officer of the Central London Branch you will be positioned as the 'go to' person for your area of expertise
- You will be entitled to discounts (T&C's apply) on certain Professional Development courses
- Your C.V will be enhanced by your Ambassador role
- You may be invited to speak at conferences and events
- Your views and opinions will be valued by the Policy Unit of the IoD
- Grow your network and develop peer to peer relationships

If you are interested in applying for this role, or have any questions please contact [Alan Fitzwater](#), Director of Regional Engagement.

For application emails please include;

- A cover letter outlining how you feel your skills and experience are aligned with the PR Officer role
- Your career background
- Experience (if any) working with a leadership team/committee/ambassador team
- How long you have been an IoD Member
- What being an IoD Member means to you