

Role Description: WES Press and Public Relations Officer

Role status

Elected Council Officer with full voting rights

Reporting to

WES Council

Term of office

In line with Section 6 of the WES Constitution Council Officers serve until retirement by rotation and may stand for re-election at the AGM

Purpose of the role

The Press and Public Relations Officer is responsible for leading and coordinating the Western Equestrian Society's external communications, public profile, and sponsor engagement.

The role works collaboratively with Council, Extended Council, Area Representatives, and event teams to agree the strategic direction, standards, and tone for WES press, media, social media, and promotional activity, ensuring communications are professional, consistent, and aligned with the Society's objects. The role amplifies activity across the Society to a wider audience, supporting growth, reputation, and WES member value.

Key responsibilities

The role combines strategic oversight with appropriate operational involvement, depending on capacity and need. Responsibilities include:

Strategy and leadership

- Develop and maintain a PR and communications strategy for the Society
- Establish clear messaging, brand standards, and communication priorities
- Advise Council on PR opportunities, risks, and reputational considerations
- Support Council in the event of a potential PR or reputational issue or crisis

Media and communications

- Act as the primary point of contact for press and media enquiries
- Research, write, and distribute press releases to relevant media outlets
- Collate and review media coverage and report key insights to Council
- Devise and coordinate photo and media opportunities where appropriate

Digital and content oversight

- Oversee the Society's main social media channels, including publishing and approving content
- Ensure content is consistent with agreed standards and messaging
- Liaise with the Webmaster to maintain and update website content in line with the responsibility matrix

Events and promotion

- Support and, where appropriate, lead WES involvement in promotional events, exhibitions, open days, and press activities
- Prepare and oversee the production of WES publicity and promotional materials
- Work collaboratively with event leads to ensure appropriate PR support and visibility

Sponsorship and partnerships

- Identify and pursue sponsorship opportunities that add value for members and align with WES objectives
- Proactively seek sponsorship at all levels for the WES Annual National Show
- Ensure sponsorship details are provided to the Treasurer and included in show brochures and promotional materials
- Support the National Show team with publicity materials and sponsor visibility at the event
- Host and coordinate a sponsors' engagement activity at the National Show, such as a hosted refreshments event

Governance and financial controls

- Operate within Council-approved budgets at all times
- Work with the Treasurer to ensure PR and sponsorship activity aligns with financial controls and reporting requirements
- Ensure all sponsorship income, commitments, and benefits are transparent and communicated to Council

Council responsibilities

- Attend and contribute to Council meetings
- Act in the best interests of the Society at all times
- Uphold the Constitution, policies, and governance standards of WES
- Work collaboratively with other Council Officers and Area Representatives

Skills & Experience

Essential criteria

- Strong written and verbal communication skills
- Understanding of social media and digital promotion
- Basic design or photo-editing capability, for example Canva or similar tools
- Organised, proactive, and able to manage multiple priorities
- Enthusiastic advocate for Western riding and the aims of the Society

Desirable criteria

- Experience in PR, journalism, marketing, or communications
- Experience working with volunteers or membership organisations
- Confidence working with sponsors and external partners
- Strong collaboration and team working skills

Application process

- Applicants should submit a written application outlining their experience and how they meet the essential criteria and any relevant desirable criteria.
- Applications should be submitted by email to the Secretary of the Western Equestrian Society.
- The Secretary will circulate applications to Council following the close of the application period. Appointment will be made in accordance with AGM and constitutional processes.
- Any questions regarding the role should be directed to the Secretary, who will seek clarification from Council where required.