



Role Profile

The Role			
Role Title:	VIP / Celebrity Officer	Reporting to (job):	Head of VIP Engagement
Legacy job titles covered by this role profile:	n/a	Jobs that typically report into this role:	NA
Function / Org Unit	Engagement & Income Generation Marketing & Communications	Job Number: <i>(to be assigned by Reward)</i>	
Base and travel	Hybrid - Home and office based	Band <i>(to be assigned by Reward)</i>	B
Role Dimensions			
Number of direct reports	n/a	Manager/Individual Contributor:	Individual Contributor
Number of dotted line reports	n/a	Budget (Operating/Capital)	Nil
Total No of Reporting Staff (include all direct and indirect reports)	n/a	Decision Making Authority & Responsibility for Resources	
Working Environment	DSE User		

Role Purpose	<p>RSPCA engages high profile influencers who have an authentic fit with our cause.</p> <p>The job holder will work closely with the VIP media Manager and the Head of VIP Relations and deliver celebrity relationships to support Society requests and key campaigns and projects in line with the Celebrity and media KPI's</p>
Principal Accountabilities	<p>Lead on and project manage talent-led areas of celebrity requests & campaigns with specific relationships. This includes nurturing the RSPCA current group of VIP's and creating bespoke plans and helping to grow the RSPCA celebrity stable.</p> <p>Sell in RSPCA UK and associated campaigns to high profile celebrities, their managers, publicists, key decision makers, influential individuals and their wider networks.</p> <p>Activate the relevant part of the talent strategy assigned, by researching, creating pitches and briefs, making approaches, networking and stewardship of artists and agents.</p> <p>Manage the RSPCA celebrity and VIP online content in accordance with the celebrity and media strategy</p> <p>Ensure good levels of communication and collaboration within RSPCA to ensure talent relationships are well maintained and deliver effectively for Advocacy and Philanthropy and Partnerships.</p> <p>Manage and maintain the development and maintenance of a master talent and agent list, their contact details and all communication with them, in line with GDPR, ensuring the information is accessible to relevant teams and individuals.</p> <p>Make sure all talent and their representatives are thanked and that a recognition strategy is in place</p>
Key Interfaces	<p>Have clear professional written skills to engage and promote requests on behalf of the Society.</p> <p>Be able to create a presentation to showcase an Ambassadors impact and evaluate</p>
The Person	

<p>Personal Attributes and Key Competencies</p>	<p>Strong organisational skills with an ability to multitask</p> <p>Keen interest in celebrity, arts, culture, sport and entertainment</p> <p>Problem solving skills with a methodical approach</p> <p>Ability to work effectively with colleagues across various geographical locations using email, video conferencing, conference calls etc.</p> <p>Good project management skills</p> <p>Highly proficient in Excel, Word, PowerPoint, and ideally familiar with Google Drive applications</p> <p>Excellent written and verbal communication skills</p>
<p>Essential Key Skills, Qualifications & Experience</p>	<p>Networks and relationships across the VIP environment including with PR agencies</p> <p>Experience of management of risky behaviour and management of high profile high risk relationships</p>
<p>Desirable Key Skills Qualification & Experience</p>	<p>Well-developed teamwork skills</p> <p>Knowledge of celebrities and celebrity culture</p>

	<p>Knowledge and experience engaging agencies and celebrity management teams</p> <p>Knowledge and experience working within fundraising or communications teams</p>
<p>Personal commitment to:</p>	<p>Adhere to the Society's charitable objectives, which are to promote kindness and prevent or suppress cruelty to animals.</p> <p>Take care of their own health and safety and that of others who may be affected by their acts and omissions.</p> <p>Uphold the RSPCA's core values</p> <p>Cooperate with Society policies and procedures</p> <p>Understand and comply with any Society Code of Conduct.</p>
<p>RSPCA Core Values</p>	<p>Our values for our employees, volunteers, trustees, branches and future members of our Community Engagement Programme guide everything that we do.</p> <p>They also guide how we work to rescue and care for animals and how we work with individuals, families, communities and other organisations.</p> <p>We are compassionate: we care deeply about the lives of animals, we have empathy for people, we act with kindness and consideration at all times</p> <p>We are inspirational: we are life changing, we inspire by taking the lead, we speak up when others don't, we take brave decisions, we change animals' lives for the better.</p>

We are committed: we never give up, we have energy and determination, we rescue animals from cruelty and neglect, giving them new opportunities and supporting others in doing so, and advocate for all animals at risk of harm.

We are expert: we have expert knowledge which we willingly share, we act on the basis of evidence, we underpin our decisions and actions with science, data and experience.

We act with integrity: we are honest and trustworthy, we act with integrity, we do what's right.