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MEDIA OFFICER JOB DESCRIPTION



IDENTIFICATION OF JOB

Team: Marketing & Development Directorate
Working Base: Newark or London
Responsible to: Senior Media Manager
Responsible for: N/A

OVERALL PURPOSE OF JOB

- As part of The Wildlife Trusts Communications team, promote The Wildlife Trusts and its activities and messages to UK audiences through the media, with a view to influencing key stakeholders, public opinion and action for wildlife
- Protect and enhance The Wildlife Trusts' brand and reputation
- Monitor and evaluate media activity

MAIN RESPONSIBILITIES

As part of The Wildlife Trusts Communications team, promote The Wildlife Trusts and its activities and messages to UK audiences through the media, with a view to influencing key stakeholders, public opinion and action for wildlife by:

- Ensuring the consistent delivery of high-profile, high-impact media activity, working with the Media Manager and others to build our role as a powerful communicator
- Maintaining an overview of stories and policy initiatives from across the movement; identify opportunities for proactive media relations and use these, and Wildlife Trust people and places, to reach the media
- Receiving and managing press enquiries
- Actively selling stories to the national media, drafting and distributing press notices, media comments, features and letters to editors, often to tight deadlines
- Generating ideas, writing and editing engaging content for online, print, digital and social media channels in line with The Wildlife Trusts' communications strategy
- Contributing to a limited number of high profile events each year, e.g. photocalls, media releases, interviews, event planning and management
- Planning media activity with Wildlife Trust partners, funders and stakeholders and deliver agreed outputs to satisfy contractual obligations and showcase work of the movement
- Harnessing the news agenda and marketing broader knowledge and expertise to contribute to existing stories.

Protect and enhance The Wildlife Trusts' brand and reputation

- Identifying relevant spokespeople for The Wildlife Trusts (TWT)
- Preparing interview briefs and preparing TWT spokespeople for interviews, building capability for media representation across TWT
- Being part of an effective and reliable 24-hour media response service.

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Monitor and evaluate media activity

- Monitoring media outlets for key articles that relate to Wildlife Trust work and disseminate key information to colleagues
- Maintaining a log of media activity
- Assessing the media profile of The Wildlife Trusts at local, regional & national level
- Monitoring the media impact of key campaigns.

Carrying out any other duties commensurate with the general level of responsibility of the post

Because of our federated structure successful delivery of these responsibilities in TWT will require the post-holder to:

Demonstrate leadership within The Wildlife Trusts as a whole by:

- Understanding the unique selling points or key strengths of TWT
- Contributing to efforts to build and develop TWT's human potential in relation to media and publicity
- Helping to develop spokespeople from individual Wildlife Trusts
- Making best use of Wildlife Trust case studies to add weight to media and publicity work
- Responding promptly to requests for information and advice, and providing support to colleagues
- Championing a positive and co-operative culture within RSWT and TWT
- Fostering an improved working environment and excellent internal communication
- Effective and timely work planning and reporting.

Ensure effective internal communications by:

- Working closely with the Media Manager and wider team to co-ordinate media and PR activity
- Producing papers and supporting appropriate initiatives within TWT's governance structures, as appropriate.

Across the job role to undertake duties at a similar, lower or higher level as required

All staff are ambassadors for the organisation both internally and externally and are expected to act in a professional manner at all times. They are required to abide by organisational rules, policies and procedures as laid down in the staff handbook, adopt environmentally friendly working practices, set and maintain high personal standards of efficiency and customer care and foster a 'can do' culture based on ownership, initiative, teamwork and exchange of information.

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MEDIA OFFICER PERSON SPECIFICATION

Key competencies

- Excellent writing and editing skills
- Ability to spot a good story
- Planning and creativity
- Making good decisions
- Leading, motivating and empowering others
- Managing relationships
- Attention to detail

Experience

- Newsroom experience – highly desirable
- Generation of news stories and producing publicity events
- Proven success in publicising campaigns
- Crisis management and managing sensitive issues
- Copywriting, editing, sub-editing and proof reading
- Initiating, maintaining and managing effective information systems

Knowledge and Skills

- Environmental issues, particularly as they relate to nature conservation – highly desirable
- How print, broadcast and online media like to work – highly desirable
- Researching, analysing and interpreting information
- Excellent written and verbal communication skills
- Prioritising and meeting deadlines
- Ability to make reasoned on-the-spot editorial decisions under pressure and meet deadlines
- Proficiency in the use of IT applications