



Job Description

Job Title:	Senior Media & PR Officer		
Business Unit:	Marketing, Membership and Income Growth		
Grade:	3	FTE	1.0
Reports to:	Head of Marketing and Communications		
Direct reports:	None		
Place of work:	London Office		
Purpose of the role:	<p><i>All posts at the WEA will support the vision for "A better world - equal, democratic and just; through adult education the WEA challenges and inspires individuals, communities and society."</i></p> <p>The Senior Media & PR Officer will play a vital role in the development and delivery of the overall marketing and communications strategy. The role holder will be responsible for the development and delivery of the Media & PR strategy as part of this - committed to elevating the charity's awareness in a competitive environment.</p> <p>This post plays a key role within the marketing and communications team servicing the national press office function. The post holder will work closely with other officers within the department to achieve the key performance indicators set annually for the team – ensuring clear, consistent messaging across all external channels and integrated communications internally.</p> <p>The post holder will also act as a brand champion and be an active supporter and promoter of the brand.</p> <p>This role works within the national marketing and communications team.</p>		


KEY AREAS OF RESPONSIBILITY

1. Initiate, facilitate and lead a flow of high level, proactive cross-channel PR activity to grow awareness, using a range of well-planned and co-ordinated tactics. To include – external award submissions; contra deals; building & maintaining strong strategic relationships, media partnerships, and high level supporters/thought leaders (industry figures/celebrities etc.); actively identifying and exploiting media opportunities; and strong networking (both internally, and externally).
2. Act as the point of expertise and advice on all PR matters, introducing new PR techniques to promote and measure activities, generating ideas and ensuring all PR activities are delivered to the highest possible standard.
3. Keep fully abreast of relevant educational, policy and charity issues and develop proactive and reactive messaging to maintain public trust in WEA practice, alongside keeping key internal audiences updated.
4. Design and lead on a nationwide media and PR strategy that effectively positions and promotes the WEA to achieve its key objectives– including the development and implementation of annual PR plans. Ensuring alignment to the overall marketing strategy and achievement of media, events and PR KPIs set in the organisation's business plan. To include: monitoring and reporting on coverage; measuring and reporting on

media / PR effectiveness; & management of the weekly news summary.

5. Develop and maintain a media training program to ensure spokespeople are appropriately trained and briefed for media interactions. To include: advising senior staff on media issues - proactive, reactive and crisis issues; crib sheets; and reputation management support.
6. Responsible for servicing the media and PR needs of the Association's General Secretary/Chief Executive where required: PR advice; writing blogs and comment pieces; preparing a bank of crib sheets/speech writing/briefings etc. Working collaboratively with the Associations' Policy Officer.
7. Liaise and coordinate with local partners/ regional offices, to ensure local activities are aligned to the national PR strategy. To include – training and support for regional marketing officers, brand champions and volunteers.
8. Work alongside the research team to gather data and intelligence to drive proactive communications. Lead responsibility for seeking out and maintaining a bank of relevant and up-to-date case studies for the marketing department - showing the impact of the Association on key target groups and individual within our themes for media, PR and marketing purposes.
9. Maintain media and PR systems and processes (including CRM system) to ensure effective delivery of service.
10. Event management – work within a team on a few key high profile events - supporting and promoting them.
11. Maintain and provide an efficient press office service (writing press releases/responding to journalist requests/ etc.) alongside a dedication to key media relations – building, nurturing and retaining highly productive relationships with key media titles and journalists.
12. Undertake any other reasonable duties required by Line Manager.

To be used in conjunction with relevant Person Specification

	Person Specification		
Criteria	Essential (✓)	Desirable (✓)	Assessment Method (for recruitment only) A – application form I – interview T - test
Education & Qualifications			
Degree in PR/Comms/Journalism/Business/Marketing, or equivalent	✓		A/I
PR qualification (CIPR), or equivalent		✓	A/I
Experience			
Capable of producing high quality and engaging, well-researched and carefully-balanced press releases, opinion pieces, interviews, features stories, placed articles, media alerts, and media pitches. With the ability to proactively selling them in to key media channels	✓		A/I/T
Proven experience of strong networking skills is essential as you will be key to building on existing, as well as building new relationships. Demonstrable experience of existing relationships with key press and media	✓		A/I
Extensive experience of working in a busy PR environment, preferably a mix of in-house and agency	✓		A/I
Experience of working with a broad mix of media including			A/I

national, trade, regional and broadcast. B2B & B2C	✓		
Experience of working in dispersed organisation		✓	A/I
Experience of working in a voluntary, membership and/or educational organisation		✓	A/I
Experience of media and PR monitoring and reporting	✓		A/I
Experience of working in either: newspapers, a charity press office, commercial PR agency or in-house media / public relations	✓		A/I/T
Experience of media and PR planning	✓		A/I
Knowledge & Skills			
➤ Superior communications skills with a desire to seek out news and create content	✓		A/I/
➤ Excellent copywriting, editing skills	✓		A/I/T
➤ Good understanding of media and broader external communications	✓		A/I/T
➤ Strong networking and selling skills	✓		A/I/T
➤ Knowledge of charity, non-profit or educational organisations		✓	A/I/T
➤ A clear understanding of UK media, its interests and needs.	✓		A/I/T
➤ Consultative approach, able to guide and advise others	✓		A/I/T
➤ Ability to build relationships and gain trusts across departments, with internal and external stakeholders at all levels	✓		A/I/T
➤ Good eye for detail and potential news hooks, and a good news-sense and ability to identify the news agenda	✓		A/I/T
➤ A lateral thinker, able to think about how to tell a story on all channels, in online and offline media and for in-house audiences	✓		A/I/T
➤ Prioritisation skills	✓		A/I
➤ Data management and interpretation skills, possibly with a research background (media/PR monitoring/reporting)	✓		A/I
➤ Has an active approach to continuing professional development/undertaking training as appropriate for personal and professional development	✓		A/I
Competencies			
Student and WEA values focused (Level 4)	✓		A/I
Achieves results (Level 4)	✓		A/I
Works collaboratively with others (Level 4)	✓		A/I
Manages self, learning and personal development (Level 4)	✓		A/I
Delivers excellent service (Level 4)	✓		A/I
Additional Requirements			
Comply with all WEA's Policies and Procedures, e.g. Code of Conduct, Health and Safety and Equality and Diversity Policy	✓		A/I
A willingness to occasionally travel within the UK	✓		A/I
Prepared to occasionally work flexibly, including outside of normal office hours	✓		A/I

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