

Job Description

Media & Press Officer

Hours of work: Part time, 32 hours per week (flexible in how worked)

Type of contract: Permanent

Based at: Littlemore, Oxford with travel to other sites as required. Hybrid working available.

Croner rank: 6

Job Purpose

Research and tell compelling stories about BBOWT's work for use in print and broadcast media (local and national), and on our social media platforms. Deliver a high standard of printed and digital communications to help raise the profile of BBOWT and engage people to act for wildlife. Support the delivery of engagement, fundraising and membership campaigns.

Reporting Line

The post holder reports to the Head of Communications and Media

Line Management

No line management responsibilities

Key Responsibilities

- Maximise media coverage for BBOWT through all relevant national and local media; this includes writing and distributing press releases and articles for local magazines and newspapers, organising media interviews and responding to media requests
- Ensure all PR aspects of sponsorship and funding requirements are fulfilled – press releases, photo opportunities, press events, etc.
- Monitor and report on coverage of BBOWT in the media
- Gather and produce high quality and timely written and visual content about all aspects of BBOWT's work, to be used in digital media, blogs, emails and written publications. This may include meeting with staff, taking photos/videos of activities/wildlife as appropriate, and creating engaging and accurate text
- Assist with monitoring social media channels to build engagement, expand audiences, and protect the Trust's reputation
- Assist with the delivery of local and national fundraising, advocacy, and engagement campaigns, helping to produce supporting materials (including written, visual, and video) and monitor success
- Help create and deliver emails to BBOWT's supporters including members, corporate partners and volunteers
- Provide communications support for other teams in the organisation, including writing, proof reading, promotion of events, basic design work and any other communications tasks that arise
- Assist in the delivery of BBOWT's communication strategy, including implementation across all platforms, actively growing our online audience, exploring ways to engage new audiences and encouraging our supporters to take an action for wildlife (including becoming members)
- Maintain a high standard in the production of all BBOWT materials and communications in a timely manner
- Any other duties as delegated by the Chief Executive or line manager/ Director

Person Specification

- Good news sense and story-telling skills, as well as fast, accurate copywriting
- Experience of creating engaging press releases, newspaper articles and social media content
- Good networking skills and ability to work effectively with people at all levels across BBOWT and with external stakeholders
- Self-motivated, willing to learn and able to work to targets/deadlines without close supervision
- An appreciation for nature and the outdoors
- Knowledge of and interest in photography (and ideally video)
- A team player with a flexible approach to work
- Competent in use of MS Office functions such as Word and Outlook
- Ability and willingness to demonstrate the BBOWT behaviours and values
- Full UK car driving licence (pool cars available)

Measurements Of Success

- Increase in BBOWT's profile by regular promotion of our activities through traditional media, social media, website, e-news bulletins etc, in line with BBOWT's Wilder strategy targets
- Consistency of messaging, tone of voice and subject matter for all communications content, in line with BBOWT's values and vision
- Amount of supervision required to achieve the above