# Job Description

## Identification of Job

### Job Title

Press Officer

### Function

Development

### Responsible to

Marketing Manager

### Responsible for

N/A

### Budgets Held

N/A

## Overall Purpose of Job

To develop, deliver and monitor public relations, communications, media engagement and activity with the Defra Communications Team as part of the communications plan. The aim is to raise awareness of the National Forest Company (NFC) and engagement with the National Forest. To lead on earned media from broadcast, publications and digital channels.

## Main Responsibilities

**Maximise media coverage for the National Forest Company and the National Forest**

1. To develop relationships with the media including journalists & social media influencers to build the database, share regular updates, sell in stories and build editorial partnerships.
2. Achieve the agreed annual media targets and record relevant regional, national, and specialist press coverage using monitoring services.
3. To work with the Marketing Manager and colleagues to maximise media opportunities to support the National Forest and NFC’s programmes, events, fundraising products, partnerships and campaigns.

**Deliver the content plan**

1. To write copy, prepare messaging and use journalistic skills to interview both internal and external stakeholders to generate stories.
2. To work with the Marketing Manager and colleagues to develop and deliver the NFC’s content plan focussing on the key media moments.

1. To brief photographers and videographers, using the brand guidelines, to build the online asset library for both media and wider content. Plan ahead for the seasonal shot list and video requirements.

1. To work with colleagues to regularly update the website, blog and social media with key messages and stories.

**Brand identity**

1. To ensure the correct use of the National Forest visual identity, tone of voice, and messaging in communications materials using the latest brand guidelines.
2. To contribute to the corporate risk register by identifying any potential reputational risks and mitigations arising in the media or social media.

**Wider communications**

1. To be a member of the Development Team, collaborate with colleagues and other teams.
2. To collaborate with external organisations, Defra, partners and agencies to share and develop communications opportunities.
3. To undertake other relevant duties including support for the NFC’s advocacy work as directed by the Director of Development and Chief Executive.

## Benefits of working with the NFC

### Salary

This is a full-time post of 37 hours per week. The normal office hours are 09:00 – 17:30 Monday to Thursday, and 09:00 – 17:00 on Friday, with an hour for lunch. The successful candidate will be appointed within the Higher Executive Officer Grade salary which has a full-time range of £29,179 to £32,160.

### Pension

An important part of the pay and reward package NFC offers employees is the option to join the Civil Service Pension Schemes arrangements. These arrangements offer a choice of two types of pensions:

* **Alpha:** This a career average pension scheme (defined benefit) that has a member contribution rate ranging from 4.6% to 7.35% dependent on your salary. The current employer contribution rate is c27% of salary.
* **Partnership pension account:** This is a stakeholder pension with a contribution from the NFC of up to 14.5% based on your age.

**Generous Annual Leave and Bank Holiday Allowance**

We offer 30 days’ annual leave and 10.5 days public and privilege holidays. Pro rata for part time staff.

**Staff Bonuses**

We offer end of year performance awards to our employees.

**Place of Work**

The principal place of work will be at the National Forest Company’s office in the heart of the National Forest at Enterprise Glade, Bath Yard, Moira DE12 6BA. We currently operate flexible working arrangements and staff are able to work from home for part of the week.

**Learning and Development**

Everyone at the NFC is supported to develop their skills and capabilities. All new employees joining will have a full induction to the NFC’s work and our policies. We also encourage our employees to take up volunteering opportunities as a great way to share skills, while developing new insights and stronger links with our communities.

**Staff Wellbeing**

We have various measures in place to assist with the wellbeing of our staff including:

* **Flexible working** – to allow for variations in your hours, or working from home, where this is compatible with business needs.
* **Cycle to Work Scheme** - typical savings on a bike can be up to 42%
* **Gym discounts**
* **Employee Assistance Programme** – a free and confidential 24/7 telephone advice service available to staff.

**Time off in lieu**

Due to the nature of the work some unsocial hours may be required in the evenings and weekends to ensure the effective implementation of this post. Time off in lieu is applicable for this role.

### Travel

The role requires the post-holder to travel around the National Forest and Charnwood Forest Geopark to attend meetings, events and project activities. The NFC will reimburse public transport expenses, or, if using your own car, will pay mileage (currently 45p per mile).

## Person Specification

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| **Experiences and Qualifications** | **Essential (E) or Desirable (D)** |
| Relevant professional qualification or equivalent experience gained in a public relations, communications or a similar role | E |
| Experience of working with the media including regular communication with journalists and social media influencers | E |
| Experience of working with and co-ordinating communications agencies and freelancers including photographers and videographers | E |
| Experience of liaison with a range of partners including government departments, local authorities, businesses, environmental bodies or landowners | E |
| Experience of developing and using media databases | E |
| Experience of generating content and campaign planning and management | D |
| Relevant experience of delivering communications monitoring and evaluation | E |

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| **Knowledge** | **Essential (E) or Desirable (D)** |
| Knowledge of public relations | E |
| Knowledge of public affairs | D |
| Knowledge media channels including print, website, broadcast and social media channels | E |
| Knowledge of the National Forest | D |

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| **Skills** | **Essential (E) or Desirable (D)** |
| Excellent copy writing skills including writing press releases, messaging and case studies | E |
| Excellent oral communications skills to develop stories with journalists, internal and external stakeholders | E |
| Efficient administration and project management skills, including the ability to prioritise workloads and meet deadlines | E |
| Creative skills to prepare corporate and communications materials to raise awareness, engagement for the National Forest and the NFC’s programmes, events, fundraising products, partnerships and campaigns. | E |
| Ability to collate information and complete written reports | E |
| IT skills including Microsoft Office | E |

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| **Personal Qualities and Behaviours** | **Essential (E) or Desirable (D)** |
| High level of enthusiasm, self-motivation and initiative | E |
| Flexible and positive outlook, dynamic and positive thinker to generate ideas and motivate others | E |
| Collaborative team player, able to work effectively individually and across the organisation to prepare content | E |
| Commitment to environmental issues | E |
| Commitment to National Forest policies including equality, diversity, data protection, customer relationship management (Access charity CRM), branding guidelines, social media and health & safety policies | E |