



## JOB DESCRIPTION

<b>Job Title:</b>	Media & PR Officer
<b>Grade:</b>	3
<b>Hours:</b>	Full-time (35 hours per week)
<b>Reports to:</b>	Media and PR Manager
<b>Key relationships:</b>	Media and PR team Engagement & Communications department (comprising the Content, Events and Digital teams)

### Job Context

The [Royal College of Speech and Language Therapists](#) (RCSLT) is the professional body for speech and language therapists across the UK. Our mission is to improve the lives of people with communication and swallowing needs by empowering our 20,000+ members, influencing decision-makers and educating the public. We employ 70+ staff, with offices in London and the nations: Scotland, Wales and Northern Ireland. This will be a hybrid role, with a combination of home working and working from the RCSLT offices in London Bridge.

### Job Purpose

As Media & PR Officer, you will play an important role in helping the RCSLT to realise its vision, by raising our profile with members, stakeholders and the wider public.

In the role, you will build contacts with journalists, facilitate media requests, and proactively pitch stories to a variety of media about the RCSLT, the work of speech and language therapists, and their service users.

You'll support the Media & PR Manager to deliver PR initiatives and campaigns, which contribute towards raising our profile and supporting members to speak up about the value they bring to society and their service users.

You'll also help to manage the RCSLT's primary social media channels and gather, commission and post engaging content for a variety of audiences.

To succeed in this role, you'll have a great news sense and solid experience of previously working as a Media/Press Officer in a busy and creative media/press office team, preferably in the Health or Education Sector. You'll also have a good track record of writing engaging press copy; proactively pitching media stories to the press; facilitating media requests; planning communications; and delivering top-notch social media content.

## **Scope and Accountability**

- You'll report to the RCSLT's Media and PR Manager, and work closely with other members of the Engagement & Communications team to support the delivery of key projects and processes.
- You'll be responsible for undertaking proactive media, social media and wider communications activity to support the Media & PR Manager.
- You'll be responsible for providing responses to media and social media queries, referring upwards to the Media & PR Manager, where necessary.
- You'll engage with our members face to face and online to build an understanding of their needs and facilitate their requests, referring upwards to the Media & PR Manager as required.
- You'll be responsible for maintaining accurate records of media and social media activity, media coverage, impact and analytics.
- You'll plan and organise your tasks and activities to meet PR, media, communication and social media deadlines.

## **Responsibility for Resources**

The post holder is responsible for the following resources:

- Media & PR Planning calendar
- Media and social media activity and impact records
- Databases of journalists and spokespeople.

## **Main Responsibilities**

- Supporting the Media & PR Manager to deliver media and PR campaigns on key initiatives and projects;
- Researching and writing press releases, media pitches and articles for a variety of audiences;
- Facilitating media requests such as organising media quotes, interviews and briefings and supporting staff and members to prepare for media activity they are undertaking;
- Proactively supporting the Media & PR Manager to identify potential media opportunities which could promote the RCSLT, its members or service users;
- Monitoring, recording and evaluating media and social media coverage, alerting the Media & PR Manager to anything contentious than needs crisis communication activity;
- Creating engaging copy and dynamic collateral for a range of digital channels including across our primary social media accounts.

- Supporting the management of our social media channels.
- Helping to protect the reputation of the RCSLT and providing advice to colleagues on PR handling, referring upwards to the Media & PR Manager where necessary;
- Updating planning calendars and contributing content opportunities across communication channels.
- Deputising for the Media & PR Manager.

## **Person Specification**

### **Knowledge and Qualifications**

- Excellent communication skills;
- First-class proactive and reactive media relations skills;
- Good working knowledge of media and PR processes and best practice;
- Excellent copywriting skills for a range of communication channels and purposes, closely coupled with proofreading and editing skills;
- Ability to translate complex information to make it easier to communicate with a range of different audiences;
- Digitally literate, including a thorough working knowledge of social media platforms and tools;
- Knowledge of social media best practice;
- Good organisational skills for planning purposes, juggling and meeting competing deadlines;
- Design and content production skills would be advantageous (Canva experience is desirable but we can provide training for the right candidate);
- Proficiency in Outlook applications, including Word and Excel.

### **Experience**

- Solid and wide-ranging experience of working in a busy and creative Media/Press Officer role;
- Proven track record of writing engaging copy, including press releases to secure media coverage at trade, regional or national level, articles, media pitches, quotes and social media copy;
- Organising media interviews and briefings;
- Solid communications planning experience;

- Managing social media to drive engagement.

### **Personal Qualities**

- Passionate about identifying story opportunities;
- Strong attention to detail and the ability to meet deadlines;
- Discreet and trustworthy;
- Adaptable and flexible to work fluctuations and demands;
- Diplomatic in dealing with people and ideas;
- Self-motivated with the ability to collaborate and work as part of a team;
- Committed to equality and diversity, with an understanding of how this applies to delivery of own area of work;
- Committed to the aims and charitable objectives of the RCSLT.