

Communications and Media Officer Job Description and Responsibilities

Reports to:	Communications and Media Manager
Direct Reports:	None
Indirect reports	None
Location of Role:	Working flexibly with expectation of regular travel to Guildford Head Office
Contract	Full-time
Salary	£26,520

Purpose of Role:

This role supports the effective delivery of Cycling UK's internal and external communications strategy. You will be an initial point of contact for media enquiries (including some out of hours). You will nurture our existing positive media relations as well as build new key contacts to portray Cycling UK's work in a positive light and help us to meet our strategic aim of getting a million more people cycling, by encouraging them to join our membership charity, support our campaigns, volunteer with us, or donate in support of our work. In addition, the role will involve liaising with all internal departments and external partners, and co-ordinating media materials such as video content, instructional information and press releases.

Scope of Role:

Working within a highly focused small team, the Communications and Media Officer will liaise closely with the Head of Communications to provide proactive PR promotion of our work. The role will be key in growing the profile of Cycling UK in national, regional, local media, presenting the charity as a positive, authoritative voice of cycling in the UK.

The role will also provide positive proactive and engaging communications output across all of the charity's communications channels including the website and bi-monthly magazine, to inspire people into cycling; to recruit new members and donors.

It will provide a fast response to media enquiries, to secure positive reactive communications. You will create and promote proactive news stories and cycling content from Cycling UK to help build and maintain a national and local PR profile for the charity, and you will be liaising closely with internal and external partners to produce engaging and relevant content.

Specific Duties:

1. To prepare and distribute news releases, features, articles, official statements and other communications targeted at media, electronic media and other opinion formers
2. To prepare and distribute communications to members and stakeholders across Cycling UK's media channels
3. Build and maintain ongoing positive media relations through regular face to face, phone and email contact

4. Producing educational and promotional content for the fundraising department and in liaison with corporate partners
5. Developing media contacts/links and media database for Cycling UK
6. To keep abreast of media developments and PR opportunities, and to inform and advise Cycling UK colleagues as appropriate.
7. Ensure ongoing availability of Cycling UK for media enquiries including out of office cover, holiday and sickness (including initial enquiries and an agreed protocol for engaging Cycling UK representatives outside normal hours)
8. To utilise electronic newsgroups and other e-media to the benefit of Cycling UK
9. To advise Trustees, the Chief Executive, departmental Managers and other Cycling UK staff on the likely outcomes of Cycling UK activities in which media have, or are likely to have an interest
10. To provide input to the development of Cycling UK's website content
11. To assist the Web Editor with editing internal contributions to *Cycle Magazine* and providing news and evergreen content
12. Provide support for monitoring and evaluating media activity and its contribution to Cycling UK's strategic objectives.
13. Contribute to the development and delivery of communications training and mentoring for staff and Council
14. To recruit and train volunteer spokespeople for Cycling UK and cycling across the UK for local and regional media work
15. Support Cycling UK's network of local volunteers and groups in media related issues
16. To undertake other related tasks such as Cycling UK's participation in exhibitions, shows and rallies, also the identification and management of opportunities for Cycling UK to benefit from event-related PR 'stunts' and, where appropriate, displays
17. Taking part in or initiating project and team meetings as required
18. Produce management information, monthly reports and progress updates for CEO and/or SMT as required.
19. Other duties as may be specified by the SMT from time to time.
20. Some weekend and out of hours work may be necessary.

This is a description of the job as it is presently constituted. It is the practice of Cycling UK to examine job descriptions from time to time and to update them to ensure they relate to the job as then being performed, or to incorporate whatever changes are being proposed. This will be conducted in consultation with you. It is our aim to reach agreement on changes, but if agreement is not possible, Cycling UK reserves the right to insist on changes to your job description, after consultation with you.

Job Holder:-

Date:-.....

Communications and Media Officer - Person Specification

Cycling UK is fully committed to the principles of equality of opportunity and is responsible for ensuring that no job applicant, trustee, employee, volunteer or member receives less favourable treatment on the grounds of age, gender, disability, race, ethnic origin, nationality, colour, parental or marital status, pregnancy, religious belief, class or social background, sexuality or political belief.

	Essential	Desirable
Qualifications	Degree or equivalent qualification, or equivalent experience	Further media or communications qualification PR related qualification or membership to relevant professional body
Experience/ Knowledge	Proven experience in journalism, Media & PR or marketing in Commercial or Charity sector Experience must include copywriting, creating and delivering PR or marketing plans and effective media relations Experience of working across a broad range of media including digital, social and print	Held role in similar organisation Able to develop PR strategies for key areas Have written or contributed to newsletters and /or magazines Knowledge of / media contacts base in cycling, outdoors, leisure or charity market
Skills	Excellent written and verbal communication skills Excellent attention to detail and copy writing skills Ability to write high quality press releases, media statements, case studies and articles for a variety of audiences Ability to be proactive and plan, balance and cope with competing priorities Ability to translate strategies into tactical plans and lead on implementation Successful organisation of events and communications campaigns Ability to motivate and enthuse staff, colleagues, volunteers and external supporters High standard of computer competency and literacy and experience of using Microsoft Office, databases, CMS Software Able to work collaboratively	Capable of taking strategic view Meeting targets Website content Project Management

	Essential	Desirable
Personal	<p>To be honest, reliable and flexible</p> <p>Outward looking, creative, visionary.</p> <p>Network builder, looks for partnerships with media and outside bodies.</p> <p>Team player, able to contribute to team.</p> <p>Highly motivated able to work autonomously as well as follow direction</p> <p>Self-motivated, enthusiastic, determined, organised, with a flexible hands on approach to work and be able to communicate and represent Cycling UK at all levels in a structured, dynamic and professional way</p> <p>Results focus</p>	<p>Capable of career development</p> <p>Flexible, willing to travel & work some evening and weekend hours.</p>
Other	<p>Supporter of the aims and objectives of the Cycling UK</p> <p>Flexible in terms of travel and working hours including weekend and evening work</p>	<p>Cyclist, member of other activity organisations</p>

Job Holder:.....

Date:.....