

Media Officer

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| Job Title: | Media Officer |
| Reports to: | Director |
| Responsible for: | Publicising the work and role of the Victorian Society in a wide variety of media. Engaging communities in campaigns to save Victorian and Edwardian buildings and landscapes threatened by demolition or insensitive development. Developing and implementing a strategy to use media to increase revenue. |
| Hours (weekly): | 35 |
| Document revised: | November 2018 |

JOB DESCRIPTION

Developing and enhancing the Victorian Society's media presence. Writing press releases, website news, tweets etc. Devising pro-active campaigns to save Victorian and Edwardian buildings and landscapes threatened by demolition or insensitive development and thereby furthering the objectives of the Victorian Society. Using media to promote membership of the Society, active participation in the activities of the Society, and to increase income.

Key tasks

1. Writing and disseminating communications including press releases, background briefings, reports, web notices, question and answer briefing sheets, best practice guides, reports, press packs and the like.
2. Developing the Victorian Society's online presence including our Twitter feed, website news stories, Facebook page, e-newsletter etc.
3. Developing and leading a digital/media strategy to increase revenue, membership and interest in the Society's work.
4. Developing relationships with relevant media figures and organisations to maximise publicity opportunities. Influencing public opinion on heritage issues.
5. Maintaining an awareness of events and developments in the sector to identify publicity and campaign opportunities. Organising annual party for the Society.
6. Responding to people concerned about their heritage and empowering them, offering support or advice for local campaigns, and sharing skills and best practice. Providing support to our regional groups and members in their campaigns fighting for Victorian and Edwardian buildings of quality
7. Actively representing the Victorian Society in public activities, including meetings with community groups and representatives and the media, in order to deliver campaign messages and win campaigns
8. Keeping our website, stationery, online forms etc up to date

TERMS OF APPOINTMENT AND BENEFITS

Location and hours of work

The Media Officer will be based at our office (currently in west London but refurbishment in 2019 will mean a temporary move to central London) but occasional travel throughout England and Wales will be necessary. The appointee will work thirty five hours per week normally between 9.30am to 5.30pm

Monday to Friday (inclusive), with one hour for lunch. Time-off in lieu is given for work necessarily performed outside these hours. A fair degree of flexibility will be required, especially when campaigns are in full swing.

The Media Officer is also expected to attend and report to the Society's AGM which usually takes place on a Friday or Saturday in July.

Salary

The starting salary will be in the range of £25-29,000, depending on experience. In addition, the Society will pay a sum equivalent to 5% of the gross salary into a personal or stakeholder pension scheme of the employee's choice.

Duration

A fixed term contract of three years is offered, beginning as soon as possible. The contract may be renewed depending on performance and the availability of funding.

Annual leave

Annual leave allowance is 25 days, not including the period from Christmas Eve to New Year's Day (inclusive) when the office is closed.

Probation

The Victorian Society requires staff to serve a nine-month probationary period.

Access

The Victorian Society regrets that its building is not currently wheelchair accessible.

SELECTION CRITERIA

| CRITERIA | ESSENTIAL | DESIRABLE |
|---|-----------|-----------|
| Education / Qualifications | | |
| 1. Education to degree level or equivalent | ✓ | |
| Skills and knowledge | | |
| 1. Excellent communication skills, both oral and written, and can present complex information in a concise, accurate and understandable way | ✓ | |
| 2. Excellent writing abilities, including the ability to employ a wide range of tones as appropriate | ✓ | |
| 3. Computer literate, including the use of email, the internet, and Microsoft Word | ✓ | |
| 4. Ability to use website content management systems and social media platforms | | ✓ |
| 5. Demonstrable knowledge of British architecture and industrial archaeology from 1837-1914 | | ✓ |
| 6. Knowledge of current conservation issues | | ✓ |
| 7. Full driving licence | | ✓ |
| Managing work and personal effectiveness | | |
| 1. Analytical; is able to take information from a variety of sources and interpret it quickly and effectively | ✓ | |
| 2. Persuasive, and able to inspire and influence others and to network effectively | ✓ | |
| 3. Demonstrates tact and diplomacy | ✓ | |
| 4. Encourages suggestions and ideas from others and is willing to take on board their ideas | ✓ | |
| 5. Enthusiastic and self-motivated and able to work without constant supervision | ✓ | |
| 6. Able to organise, plan and prioritise own work and to meet deadlines and to work under pressure | ✓ | |
| 7. Capable of working independently and as part of a team, and comfortable in dealing with people from a wide range of backgrounds | ✓ | |
| Experience | | |
| 1. Journalism, press office or similar work involving encapsulating complex ideas in a simple and accessible form | | ✓ |
| 2. Use of social media (ideally in a professional capacity) and simple website editing | | ✓ |
| 3. Organising and running campaigns or community outreach work | | ✓ |