



Job Description

Post: PR & Communications Officer **Grade:** 8

Centre: Slimbridge Headquarters **Directorate:** Marketing

Reporting to: National PR Manager (conservation)

Main function of the post: To proactively promote WWT raising its profile regionally, nationally and internationally. Develop WWT's media relations and proactively seek out promotional opportunities that raise awareness of WWT's work and its centres (encouraging visitors).

Supervisory responsibilities: None

Hours worked: 37.5 hours per week. This is a temporary role for a period of 3 months only.

Main duties of the post:

1. To proactively seek means of promoting WWT's conservation work in the media, utilising its work, projects, current issues, key staff and celebrities/stakeholders to do so
2. To write news releases, web copy and articles, prepare media statements, briefings, biographies and questions and answers
3. To establish and maintain excellent contacts with colleagues at centres and throughout the organisation in order to gain an understanding of specific issues, tease out PR stories and look for opportunities
4. To respond appropriately to a range of media enquiries and requests
5. To assist with updating, developing content and managing the WWT website
6. To proactively seek means of promoting WWT's nine wetland visitor centres in the media and position WWT as a leading UK visitor attraction
7. To develop and implement plans that encourage the public to visit WWT's centres, working closely with centre marketing personnel

8. To support centres that are without PR/Marketing support
9. To contribute to the smooth running of the PR team and the marketing directorate
10. To develop and produce multimedia communications materials as required.

In addition to the duties and responsibilities listed, the post holder is required to perform any other reasonable duties that may be assigned by the line manager.

Date raised: August 2011

Amended:

Person Specification

Qualifications

Essential:

- A relevant degree or equivalent

Desirable:

- A qualification in Marketing or Public Relations e.g. Chartered Institute of Marketing Certificate, CAM, IDM, IPR etc

Experience

Essential:

- Evidence of turning science/technical stories into engaging copy aimed at a non-expert audience or media releases
- Evidence of implementing PR plans and media management
- Campaign management
- Good grasp of current environmental issues and media structures

Desirable:

- Evidence of having good contacts and leads
- Experience in conservation/science/environmental/charity fields with relevant media contacts
- Experience of print production management and regulations
- Experience in crisis management
- Some experience of basic multimedia editing, including photo, video and audio files

Managerial & Supervisory

Essential:

- Self starter, self motivated and used to balancing deadlines and workloads
- Able to prioritise effectively

Type of staff	Number managed or supervised
Permanent Staff	0
Supervised / Managed	0
Volunteers / Casual Workers	

Responsibility

Essential:

- Able to grasp complex issues and turn them into PR opportunities.
- Media monitoring techniques and analysis.

Levels of financial responsibility

Type of Responsibility	Level (£'s)
Expenditure (exc payroll)	£0
Cash Handling	n/a
Assets (required for job, exc buildings)	£1,000
Visitors (per annum)	

Desirable:

- Industry/media contacts
- Experience of science communication to a variety of audiences
- Experience of visitor attraction promotion
- Experience of using outside agencies to support work

Creative Ability

Essential:

- Innovative ideas and creative solutions
- Excellent communication (verbal and written) skills. Influencing skills and ability

Desirable:

- Developing campaigns
- Experience of using multimedia editing software, for basic level editing of photographs, video, and audio files

Contact

Essential:

- Working closely with other directorates, central HQ and other Centres.
- Shows professional, friendly, diplomatic and patient approach

Desirable:

- Part of national network that has contacts in this field

General Notes:

This is a full time position on a 3 month fixed-term contract, which will from time to time; require work during some evenings, weekends and public holidays to meet the needs of the post.

Whilst this post is based at WWT Headquarters, Slimbridge, Gloucestershire, some travel may be necessary therefore a current driving licence is essential as is willingness to travel to other WWT Locations.