

## Role Profile

<p><b>Role Title: Media Officer</b></p> <p><b>Department: Policy and Media</b></p>	<p><b>Responsible to: Head of Media and Public Affairs</b></p>
<p><b>Purpose of Role:</b></p> <p>To maintain and develop effective relations with the media and other external stakeholders in order to raise the profile of BVA and the veterinary profession, and effectively communicate BVA's policy priorities and services.</p> <p>To support the delivery of BVA press office duties, including maintaining the administrative and online functions.</p>	
<p><b>Key Responsibilities:</b></p> <ul style="list-style-type: none"> <li>• Working with policy, digital and marketing teams and BVA Officers to develop and implement targeted communications campaigns leading to appropriate national, regional and trade coverage to meet team KPIs</li> <li>• Taking media responsibility for specific areas of BVA policy, develop an in depth understanding of key issues and champion joined up working with digital, policy, public affairs, and marketing colleagues to ensure effective cross-organisation working and outputs.</li> <li>• Responding to media enquiries effectively and to deadline, working with colleagues and BVA spokespeople as necessary and appropriate. Ensuring BVA spokespeople are well briefed and supported for media interviews.</li> <li>• Drafting communications - quotes, news releases, and other written material - for a range of outlets and audiences</li> <li>• Building rapport and productive relationships with journalists and other key stakeholders, both external and internal</li> <li>• Delivering general press office duties including monitoring a range of media to compile and distribute a daily news service, updating BVA's online newsroom, and reporting against team targets. Ensuring media contacts database is up to date</li> <li>• Actively contributing to BVA's overall social media activity and identifying new opportunities for social media engagement.</li> <li>• Supporting the provision of full out-of-hours cover for media enquiries on a rota basis</li> <li>• Assisting with the preparation of BVA's in-house media training course, where necessary</li> <li>• Coordinating general administration within the office and, in consultation with the Head of Media &amp; Public Affairs, ensuring media team tools are appropriate and useful</li> <li>• Undertaking other duties appropriate to the grade, as required by the Head of Media &amp; Public Affairs, including representing the BVA at external meetings and events</li> </ul>	
<p><b>Scope of role</b></p> <ul style="list-style-type: none"> <li>• On a day-to-day basis, with a minimum of supervision, organise and plan own workload including managing conflicting priorities of urgent media enquiries with longer term planning work. The Head of Media &amp; Public Affairs provides advice and guidance on complex or sensitive areas of work.</li> <li>• Plan for longer term events and communications initiatives.</li> <li>• Required to work calmly under pressure and to short deadlines.</li> </ul>	

## **People**

- No line management responsibility
- Liaison with BVA Officers, staff throughout the organisation, BVA specialist divisions and devolved branches, as well as key external stakeholders.
- Key point of contact for external contractors relating to media office tools and services

## **Initiative/innovation**

- Developing and implementing creative ideas to effectively engage target audiences using online and offline media
- Suggesting and implementing improvements to the media team processes
- Maintaining an active understanding and interest in the professional and political environment to identify communications opportunities

## **Resources**

- Monitoring external contracts to ensure value for money and advising the Head of Media & Public Affairs

## **Influence/impact**

- The profile of BVA is enhanced amongst the media, external stakeholders and – by extension – veterinary surgeons and the wider public
- BVA's media team is viewed positively by other departments, BVA Officers, BVA specialist divisions and branches, journalists and key stakeholders
- BVA is seen to respond appropriately and in a timely fashion
- BVA Officers, specialist divisions, branches and spokespeople feel well supported and confident to undertake media work on behalf of the Association
- The news and campaigns sections of BVA's website are up to date, useful and effective in engaging our target audiences
- The media team's internal processes are efficient, well managed and championed within the team

## **Knowledge, skills and expertise**

- Graduate level education
- Experience in a media relations or broader communications role
- Excellent communication and interpersonal skills and ability to convey complex messages in a concise and effective manner
- Good understanding of UK media environment
- Experience of using social media in a PR context, especially Twitter
- Computer literate, including experience of editing and updating websites
- Adept administrative skills
- Ability to work flexibly, under pressure and to short deadlines
- Ability to work as part of a team and establish collaborative relationships with internal and external stakeholders
- Confident, self-motivated, conscientious and with excellent attention to detail