Role profile: Head of Media

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<th>Role title: Head of Media</th>
<th>Responsible to: Communications Director</th>
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<td>Team: Communications</td>
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**Purpose of role:**
Lead and manage the proactive and reactive media function of the British Veterinary Association. Devise and deliver comprehensive media strategies and joined up campaigning to ensure BVA provides an effective voice for the UK veterinary profession.

**Key responsibilities:**
- Ensure BVA has effective relations with the media, the public, and external organisations, both nationally and internationally
- Promote BVA policy positions, advice, and guidance to the media, stakeholders, members, and the public
- Devise and deliver creative media strategies to support BVA’s policy and campaign priorities
- Draft Officers’ key political speeches
- Manage a proactive and responsive media team and oversee work plans and responsibilities: identify opportunities; write press releases, statements, letters, and articles; brief journalists and BVA spokespeople
- Manage BVA’s main Twitter account and actively contribute to the development and delivery of BVA’s wider social media activity
- Manage and develop the news and campaigns areas of the BVA website and contribute to the overall development of the BVA website
- Work closely with the policy & public affairs and digital & marketing teams to develop and deliver joined-up campaign plans, including member engagement
- Work with the Communications Director on the development and implementation of relevant aspects of the BVA communications strategy
- Lead on crisis communications, working closely with the Communications Director and other colleagues
- Oversee the management of BVA’s Voice of the Veterinary Profession survey panel
- Organise full out-of-hours cover for media enquiries
- Represent BVA at external meetings
**People management:**
Line management responsibility for one Media Manager (0.6FTE) and two Media Officers.

Close working with members of the policy and public affairs, marketing, digital, and events teams for joined up campaign work.

Working effectively in a hybrid working model, including leading and motivating staff working remotely

**Financial resources:**
Budget responsibility for the BVA media function, including: Voice of the Veterinary Profession survey panel; ad hoc campaigns; and media monitoring services.

Responsible for annual negotiations with service providers and managing tendering exercises for external service provision.

**Knowledge, skills, and expertise:**
- Experience of working at a senior level in media relations, including reputation and crisis management
- Experience of campaigning for policy change and public awareness
- Impeccable written, oral and interpersonal communication skills and speech-writing skills
- Extensive knowledge and experience of media relations with national, regional, trade and social media
- Ability to lead, manage, and motivate teams
- Knowledge and understanding of the UK political environment
- Excellent political judgement
- Ability to work unsupervised

**Other information:**
This role includes out of hours media duty (evenings, weekends, and bank holidays) and management of the media duty rota across the team.

Some UK travel, including overnight stays, may be required occasionally.

Last updated: May 2022