ROYAL COLLEGE OF OCCUPATIONAL THERAPISTS

**JOB DESCRIPTION**

**Job title** Press and Media Officer

**Accountable to** Head of Brand and Communications

**Location** Royal College headquarters, London

**Purpose of job**

* To enhance the reputation and build awareness of the Royal College and the wider profession across all four nations
* Responsible for developing compelling and engaging media and PR strategies that clearly demonstrate the value of occupational therapy
* Responsible for securing print, online and broadcast profile, identifying and creating opportunities for quality coverage in national and regional media.
* Responsible for monitoring breaking news from a range of sources and developing appropriate responses based on existing college policy.

* Works with senior colleagues and members to identify and create opportunities for media coverage about the work of the Royal College.

## Responsibilities

1. Devise and implement media campaigns through investigative work, desk research, analysis of evidence, data interrogation and the handling of highly sensitive information.
2. Anticipate, respond to and manage opportunities for coverage on a wide range of issues which cover the full breadth of the profession and RCOT’s work
3. Draft and circulate news releases, press lines, quotes, key messages, statements and briefings for journalists on often complex issues
4. Consider the full breadth of channels available, liaising with internal colleagues as appropriate, to maximise the impact of particular media activities and campaigns
5. Manage a media monitoring service and provide regular updates to senior colleagues
6. Guide and advise colleagues on how best to present RCOT to the media.
7. Develop and use Freedom of Information requests (FOIs) to secure data and develop campaigns.
8. Advise on the development and commissioning of suitable market research/survey questions to secure newsworthy data in order to create media campaigns. Analyse research data and draw out key findings for use with the media
9. Develop, maintain and manage relationships with journalists, RCOT stakeholders, colleagues and members.
10. For detailed PR project work, the post holder might be required to recruit and supervise freelance support.
11. Manage external photographers or other suppliers as required.
12. To assist, where appropriate, with organising events, such as media events, including press conferences and photo opportunities
13. To work closely with colleagues in the Communications and Marketing team by providing ideas and support to ensure successful overall team performance
14. Work with the Brand and Communications Manager and the Assistant Director – Communications and Marketing to create, and implement as required, a robust crisis communications plan to protect and maintain the Royal College’s reputation.
15. Develop briefings, formal and informal training and guidelines for staff and volunteers engaged in media activities, ensuring that all activity is carried out within the boundaries of the Royal College spokesperson policy.

**General**

1. To attend team and staff meetings as required.
2. To ensure that all personnel and equal opportunities policies, standing financial instructions and health and safety at work regulations are complied with
3. To bring to the attention of the facilities manager any actual or potential health and safety issues at the earliest opportunity to allow remedial action to be taken.
4. To carry out any other duties as may be reasonably requested in pursuance of the post.
5. To comply with the annual appraisal programme.

ROYAL COLLEGE OF OCCUPATIONAL THERAPISTS

Person Specification

Press and Media Officer

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|  | Essential | Desirable |
| **Education, Qualifications and Training** |  |  |
| Educated to Degree level or equivalent. | • |  |
| Recognised PR and /or Communication qualification. |  | • |
| **Experience** |  |  |
| Experience of developing and implementing media strategies to raise profile and enhance reputation. | • |  |
| An understanding of developments in the health and social care environment, political awareness and a detailed understanding of what makes news. | • |  |
| At least five years’ experience in a PR/Media role interfacing with Press, TV and other media. | • |  |
| Experience of Social Media policy and practice. | • |  |
| At least two years’ experience of devising and implementing media campaigns from scratch producing positive results. | • |  |
| Experience of working with management teams to identify and interpret key communication issues and objectives. | • |  |
| Experience of budgetary control and compilation of financial data. |  | • |
| Experience of managing corporate meetings and communication events. |  | • |
| **Knowledge/Skills** |  |  |
| Highly motivated, creative and dynamic. | • |  |
| Excellent writing skills with the ability to translate complex information into plain language and tailor writing and messages to audiences and channels. | • |  |
| Strong working knowledge and experience of Microsoft Word, Outlook, Excel and PowerPoint. | • |  |
| Excellent influencing and communication and negotiation skills. | • |  |
| Experience of dealing with copyright issues and general knowledge of relevant law in this area. |  | • |
| Ability to undertake desk and commissioned research to support development of media strategies. | • |  |
| **Abilities** |  |  |
| Creative and innovative to effectively communicate key messages to a diverse audience. | • |  |
| Ability to build relationships and networks in order to achieve the collaboration of all relevant staff /contacts. | • |  |
| Able to produce management information and statistics and present them to a variety of audiences. | • |  |
| Proactive in approach to developing business links. | • |  |
| Positive helpful and flexible attitude to work content and ability to be pragmatic / innovative. | • |  |
| Ability to demonstrate an understanding of the work of the Royal College of Occupational Therapists. |  | • |