

Friends of the Earth – Job Description

Job title	Senior Press Officer
Reporting to	Head of Media and Comms
Team	Media and Engagement
Career stage	Grade D
Contract	None
Location	Flexible
Line management	Media and Stories Officer

Purpose of the role

To use media and extensive communications experience to promote Friends of the Earth's work to key audiences.

Key responsibilities and tasks

Required to perform a combination of the following:

Deliver outcomes:

- Apply specialist communications expertise to generate positive publicity for Friends of the Earth's activities and major projects in line with our communications objectives.
- Working closely with campaign colleagues, develop and deliver media strategies – including aims, approach, tactics and evaluation criteria.
- Deliver a broad range of high quality and targeted media coverage to achieve activity or campaign objectives. Coordinating with others internally and externally to deliver media coverage. Use professional strategic news management skills to rapidly respond to the news agenda and major events.

Be able to handle defensive media, hostile journalists and have proven experience of crisis comms management. Contribute to evaluating the effectiveness of media activities and familiarity with key databases.

Develop others:

- Educate and train colleagues on development of media strategies for generating publicity and raising the profile of Friends of the Earth's activities and provide advice to local groups and Climate Action Groups on PR work when required.
- Support the development of media standards and media skills across the organisation, including delivering training.
- Support less experienced team members.
- Recruit volunteers including placement students or government-sponsored trainees. Train and supervise the volunteers and review their work. Assist with media training of campaign colleagues
- Work out of hours on an on-call rota (one week in a month, including evenings and weekends)

- May have delegated authority for allocating and managing the work of other staff or consultants.

Build relationships:

- Develop effective external relationships with others who may publicly support or participate in communications work, media and publicity activities e.g. celebrities; journalists; bloggers; external organisations; staff in the Friends of the Earth network.
- Manage Friends of the Earth's reputation and brand through media communications, including alerting appropriate staff and coordinating an organisation-wide response to issues.
- Create positive publicity for the organisation by attending and/or representing Friends of the Earth at internal and external conferences and other meetings; represent Friends of the Earth to the media as appropriate.

Ideas and solutions:

- Contribute to team planning and strategic communications development.
- Use creative skills to increase Friends of the Earth's public exposure.

Focus of expertise:

- Applying specialist media expertise and project management skills to maximise publicity for Friends of the Earth.

Focus of development:

- Building experience and knowledge of using a range of specialist media techniques as appropriate.
- Keeping up to date with industry and wider news developments, especially digital channels and journalist mapping

You will also need to be aware of and follow Friends of the Earth policies and procedures, with particular attention to safeguarding, equality, diversity & inclusion, and our values.

Person specification**Essential:**

- Existing and proven relationships with journalists, editors, producers and broadcasters across mainstream UK media outlets.
- Knowledge of the UK media landscape and emerging trends.
- Experience of working with environment / nature / climate change focused media • Experience of delivering successful communications using media relations.
- Experience delivering successful news and PR strategies that makes use of media tactics such as polling, visual stunts, spokespeople with lived experience and working with creative colleagues to develop supporting content.
- Demonstrable ability to rapidly assimilate and retain knowledge relating to Friends of the Earth's campaigning, fundraising and marketing strategies.
- Proven ability to develop, plan, manage and evaluate media projects.
- Experience using media monitoring and evaluation tools, such as Meltwater, Cision or Vuelio.

- Proven ability to write media materials like reactive quotes, opinion pieces and longer form articles for publication to a high standard.

Desirable:

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Our Values

Ability to demonstrate understanding and apply our values.

Integrity – We demonstrate integrity throughout everything we do, internally and externally.

Impact – We make the biggest impact we can through good analysis and judgement, insight, feedback and focus.

Leadership – We motivate others through our individual and collective actions, our compelling vision, and our clarity on what work needs to be done.

Focus on Friends – To build our influence we put new and existing ‘friends; at the heart of our work.

Accountability – We hold ourselves and others to account for our work and how we work.

Learning and Enquiring Mindset – We learn continuously, challenging our own assumptions and habits while expanding our horizons to enable us to improve the impact of our work.

Date approved April 2023

Date reviewed February 2024

Friends of the Earth staff are not permitted to hold office for political parties or stand as candidates for political parties. Staff should also seek permission from the Senior Management Team if they wish to hold a non-public facing official role in a political party. If this is an issue, please do raise this with us as soon as possible.

This job description is current as at the date shown above. In consultation with the post-holder it is liable to variation by the Director to reflect or anticipate changes, in, or to, the post and the organisation.

The job description gives an overview of the main responsibilities of the role. The day to day role will also involve any other duties and responsibilities, express and implied, which arise from the nature and character of the post.