



The
countryside
charity

Job and person specification: Media Lead – Brand (six month fixed term contract)

Department: Campaigns and Policy

Location: CPRE National Office, London

Reporting to: Head of External Affairs

Responsible for: N/A

Job summary

To devise and implement strategies aimed at consumer media and influencers in order to generate public support and build brand awareness.

Scope

- Makes functional based decisions on consumer/lifestyle media relations and strategy implementation and constant operational ones
- Some autonomy to develop our consumer/lifestyle media relations and strategies but will consult with Head of External Affairs on significant or medium risk decisions
- Some authority to sign off media briefings, press releases and other communications for media and public audiences and up to medium risk media outputs
- Represents CPRE, the countryside charity in medium level public fora, and occasionally high level
- Makes recommendations on media relations and strategy and influencing techniques to key internal stakeholders, including CPRE's network of local groups

Key relationships

- Internally – *Media Lead – Campaigns*, and works across most internal teams
- Externally – public, donors, media and partner audiences
- Networks – opinion-formers, partners, network team and local groups Develop and deliver consumer media strategies and plans that will grow CPRE's brand awareness and CPRE's relevance with target audiences



Key areas of responsibility

- Be creative and strategic in the development of programmes and pitch angles designed to garner high-profile earned media coverage with national press and general lifestyle and popular culture media
- Act as primary consumer media contact and support the *Media Lead – Campaigns* in the running of the CPRE press office day to day
- Support and guide staff in developing consumer/lifestyle media initiatives and ensuring effective media relations, working closely with the *Head of Digital Engagement*
- Working with the *Media Lead - Campaigns*, ensure all media work undertaken by other staff meets high organisational standards
- Produce compelling press releases and other media outputs, often to tight deadlines
- Establish and maintain a consumer/lifestyle media contact programme, building effective relationships with journalists
- Support the network's ability to influence local and regional consumer media
- Role model CPRE's values and behaviours
- Proactive responsibility for own development and that of others through learning, networking, self-appraisal and other opportunities for growth
- Support Operational Management and Senior Leadership Teams on any other relevant issue as so required

Essential

Desirable

Proven experience of using a wide range of consumer/lifestyle media and PR tactics to promote organisational objectives and raise brand awareness, including evaluation

Experience of working in a network-type organisation

Significant experience of placing stories and building relationships with journalists

Experience of working in the charity sector

Significant experience of developing and maintaining influencing networks with media audiences

Experience of community-based media operations

Demonstrable experience tackling complex issues and distilling into simple and engaging messages and campaigns

Experience of developing multi-partner fundraising bids and cases for support

Experience of leading media and PR campaigns, including setting targets and carrying out evaluation

Working collaboratively across a similar sized organisation

Experience of working independently, making sound decisions based on evidence

Strong project management skills

Proven time management skills and experience juggling competing deadlines and priorities

Ability to identify trends within the media landscape, and recommending pivot strategies based on the insight

Excellent written and oral communication skills

Looks ahead and takes action accordingly



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Readily adapts own approach to improve work

Ability to work on own initiative and as part of a team

Is persuasive, creative and proactive, presents self positively and communicates effectively internally and externally

Able to collaborate and build effective working relationships, both internally and externally, with a diverse range of people

Willing to deliver an out-of-hours phone contact for press enquiries

Occasional evening and/or weekend work will require some flexibility in working hours from time to time
