



The  
countryside  
charity

## Media Manager Candidate Information Pack

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Position: Media Manager

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Closing date: Midday on Thursday 28 October 2021

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Interview date: Monday 8 and Tuesday 9 November 2021

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This candidate information pack includes:

- Background information about CPRE, the countryside charity and the vacancy
- Outline terms and conditions of employment
- Job and person specification (separate document)
- Application form (separate document)

After reviewing this information, if you have any questions about the role or would like to discuss it further, please contact:

Name: Sarah McMonagle  
Email: [sarahmc@cpre.org.uk](mailto:sarahmc@cpre.org.uk)  
Direct line: 0755 4422 900

If you'd like to apply for this post, please return your completed application form to [jobs@cpre.org.uk](mailto:jobs@cpre.org.uk). Please note that CVs will not be accepted. If you're, shortlisted then we're likely to contact you by telephone no later than Tuesday 2 November.

Regretfully, we'll be unable to contact candidates who haven't been shortlisted for interview. If you don't hear from us within two weeks of the closing date, please assume that your application has been unsuccessful. If that's the case, then we appreciate the effort you've made applying for this role.

Thank you for your interest in working for CPRE, the countryside charity.

Jenny Bulman  
Operational Effectiveness Manager



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## About CPRE, the countryside charity

CPRE is the countryside charity that campaigns to promote, enhance and protect the countryside for everyone's benefit, wherever they live.

With a local CPRE in every county, we work with communities, businesses and government to find positive and lasting ways to help the countryside thrive - today and for generations to come.

## What we do

**We connect people with the countryside** so that everyone can benefit from and value it.

**We promote rural life** to ensure the countryside and its communities can thrive.

**We empower communities** to improve and protect their local environment.

Through all our work we look at the role of our countryside in tackling the **climate emergency**, including seeking ways to increase resilience and reduce impact.

## Our vision (what we want to achieve):

A beautiful and thriving countryside that enriches all our lives.

## Our mission (what we need to do to achieve our vision):

To promote, enhance and protect a thriving countryside for everyone's benefit.

## Our values:

<b>Open:</b>	We are inclusive and respectful of everybody, no matter who they are or where they live. Our countryside is for everyone and so are we.
<b>Trusted:</b>	We use evidence, knowledge and experience to influence positive change. Others believe what we say because they know we can back it up.
<b>Connected:</b>	We value lasting and effective relationships. We invite and encourage collaboration to find what is best for the countryside we love.
<b>Inspirational:</b>	We bring ambition and determination to everything we do. We channel our passion to motivate others and encourage them to act.



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## About the role

As part of a fast-paced, supportive team with a passion for change, you will help raise the profile of CPRE and help us achieve our campaign objectives through compelling story telling and well executed media strategies. Drawing on expert policy analysis and real human stories, you will regularly help place stories in national online, print and broadcast media and build excellent relationships with key national journalists.

As we near the end of year two of CPRE's [latest strategy](#), CPRE's campaigns are going from strength to strength, with the recent launch of our hedgerow campaign, which is calling for 40% more hedgerows by 2050 as a key natural solution to climate change. We have an exciting few years ahead in the external affairs team and the wider charity as we work to embed more diverse, inclusive and progressive ways of working into our impactful campaigning.

The media team consists of the Media Manager and one Media Officer, who the successful candidate would manage. This team sits within the wider External Affairs team, which includes a Head of External Affairs, the Campaigns team (Campaigns Manager and two Campaigns Officers), and the Public Affairs team (Public Affairs Manager and Public Affairs Officer). The External Affairs team sits within the Campaigns and Policy Department, which is well resourced with expert policy colleagues.

### The Media Manager will:

- Be responsible for ensuring CPRE runs engaging and well-executed media campaigns, drawing on real human stories and expert policy research.
- Build up a broad range of close relationships with national journalists to ensure we maximise our media profile.
- Take responsibility for ensuring CPRE spokespeople are as effective as possible through professional briefings and feedback sessions.
- Develop the team's digital capabilities and in particular, our use of video for pitching to broadcast journalists.
- Join a supportive and tenacious team that values diversity, a commitment to justice and full of energy and creativity for our work.

### Key areas the Media Manager will be building up case studies on, and pitching stories on, include:

- Hedgerows – calling on the government to expand and restore our hedgerow network to reduce carbon, boost nature and strengthen the economy.
- Planning – using the media to influence the shape of the new government's forthcoming Planning Bill, ensuring that it helps deliver more affordable homes in rural communities, secures community voice in planning and protects local green spaces.
- A countryside for all – breaking down barriers to accessing the countryside for marginalised groups.



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## Additional useful information

Our vision: [www.cpre.org.uk/about-us/who-we-are/our-vision/](http://www.cpre.org.uk/about-us/who-we-are/our-vision/)

Explore a summary of our strategy: [www.cpre.org.uk/resources/our-strategic-plan/](http://www.cpre.org.uk/resources/our-strategic-plan/)

Our network of local groups: [www.cpre.org.uk/about-us/who-we-are/local-and-regional-groups/](http://www.cpre.org.uk/about-us/who-we-are/local-and-regional-groups/)

What we achieved last year: <https://www.cpre.org.uk/news/2020-cpres-impact/>

Annual review 2020-2021: <https://www.cpre.org.uk/wp-content/uploads/2021/06/CPRE-Annual-Review-2020-21-web.pdf>

The areas that we're working on: [www.cpre.org.uk/what-we-care-about/](http://www.cpre.org.uk/what-we-care-about/)

What we say and do: [www.cpre.org.uk/about-us/what-we-say-and-do/](http://www.cpre.org.uk/about-us/what-we-say-and-do/)

Our history and achievements: <https://www.cpre.org.uk/about-us/who-we-are/our-achievements-and-history/>

## Working for CPRE

### Salary

The starting salary will be circa £40,000. Please note that our salaries are externally benchmarked, although we do take into account the level of skills, experience and ability the successful candidate brings.

The pay structure is reviewed regularly to ensure that it remains market competitive.

### Hours of work

35 hours per week. Normal office hours are 9am to 5pm with one hour (unpaid) for lunch every day. Around the core hours of 10am to 4.30pm staff can flex their start and finish times. Occasional evening and weekend work is required, time off in lieu is provided and, dependent on role, there may be travel around England.

### Place of work

Normal place of work is CPRE's National Office, 5-11 Lavington Street, SE1 0NZ but, as a result of the pandemic, most office-based staff members are now working part of the time in the office and part of the time at home. The office location will change early in 2022, although it will remain in central London.

### Working culture

CPRE has an inclusive and friendly working culture.

We involve staff in setting the operational plan and have a weekly all-staff meeting where information is shared. Staff are set annual objectives and have a performance review each year with joint feedback with their manager on their achievements and performance in the role.



<b>Holidays</b>	25 days per calendar year, increasing by one day per full year of service up to a maximum of 30 days. Paid leave is also given for public holidays and three 'privilege' days, which are normally taken between Christmas and New Year.
<b>Probation</b>	The post will be subject to a six month probationary period. Probationary periods may be extended if further time is required.
<b>Pension</b>	CPRE offers a group personal pension policy with Aviva. CPRE will contribute to this policy monthly at a rate of seven per cent of current salary. CPRE will start making contributions from the beginning of the third month immediately following the start date. Staff members make a personal monthly contribution of a minimum of one per cent of salary. This percentage contribution may increase in the future.
<b>Life assurance</b>	CPRE has an employee life assurance policy, which covers all staff during their employment with CPRE. The policy covers four times annual salary in the event of death in service.
<b>Employee assistance</b>	CPRE subscribes to an employee assistance programme. Staff can access a free 24 hour confidential telephone counselling and advisory service. The service also provides confidential face-to-face counselling.
<b>Notice</b>	During the probationary period, one week's notice of termination of employment is required from employer or employee. After satisfactory completion of your probationary period, eight weeks' notice of termination of employment is required from employer or employee.
<b>Flexible working</b>	We have a flexible working policy with a number of staff working flexibly. Where flexible working requests are agreed by line managers, staff are able to alter their working hours or work from home on agreed days.