



# Media & Communications Officer

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Initial 12 month contract with potential for extension

Full time (35 hours a week)

Reports to: Director

Salary: £24,970 - 29,651

## **Purpose of the role**

PSC are looking for a Media and Communications Officer to work with the Director to oversee the operation of our external communications. This will include traditional media, social and digital media, messaging, publications, and mass emails. The Media & Communications Officer will work with the Director to develop PSC's overall communications strategy and with the Campaigns team to develop campaign-specific communications plans.

PSC is going through a period of growth and change – this is a newly expanded role and requires a self-starter able to help develop our work in this area.

We are seeking a passionate, hardworking communications professional who is able to think clearly and creatively, and work to tight deadlines. The successful candidate will have experience of delivering high quality communications across a range of mediums. They will be flexible, diligent and calm under pressure.

## **Job description**

- Work with the PSC Director to develop and deliver an overall media and communications strategy for PSC
- Work with the Campaigns team to develop and deliver campaigns-specific media and communications plans
- Oversee production of PSC's external communications, including providing support to other members of the team
- Responsible for ensuring PSC's messaging at all times is accessible to a range of audiences and is professional, welcoming, and easy to understand
- Oversee schedule of mass emails, monitor and apply learning from statistics. When appropriate draft and produce PSC's email updates

## *Media & Press*

- Develop and deliver a strategy for PSC's press and media work
- Develop and manage key relationships with journalists and members of the media
- Proactively and reactively work with journalists on placing stories / responding to media requests and identify new journalists interested in PSC's work
- Select and brief PSC spokespeople for media interviews
- Produce relevant media materials including press releases and media briefings
- Plan and deliver PSC media opportunities, including photo opportunities
- Monitor, record and report on PSC's presence in the media

### *Social and Digital Media*

- Develop and expand PSC's growing online and digital presence
- Ensure the PSC homepage has high quality, up to date, and accurate content. Ensure there is a balance of our work represented
- Support the campaigns team to ensure all campaigns have an online presence on our website and social media. Ensure communications is part of campaigns planning
- Oversee PSC's social media presence – including working with staff and volunteers who post, and producing a rota for day-to-day management
- Produce and oversee the production of social media content
- Monitor and report on PSC's social media presence

### *Publications and paper marketing*

- Work with Palestine News editor to support production of PSC's magazine
- Oversee production of print materials – including when budget allows managing process of redesigning materials and producing templates

### *As a member of the team you will*

- Assist in the preparation, set up, and running of PSC events, demonstrations and during emergencies as required
- Abide by PSC's aims and objectives and PSC's house style guide/s
- Attend and contribute to staff meetings and others as requested
- Share developments on a frequent basis with other staff, including your manager.
- Produce evaluation and other reports for external and internal audiences.
- In order to work effectively in a changing environment as part of a small team, other tasks may be requested.

Please note: All posts require flexibility, but the media post particularly requires a willingness to work flexible hours, including at relatively short-notice depending on media requirements.

This post will be largely office based to allow for effective levels of daily collaboration with colleagues.

### **Personal specification**

#### *Essential: Experience*

- Experience of producing a range of high quality communication materials
- Experience of designing and delivering effective communications and media strategies
- Experience of using social media effectively in a campaigning context
- Experience of working successfully with the media and journalists

#### *Essential: Attributes*

- Able to manage a demanding workload and work within tight deadlines
- Able to work creatively, flexibly and collaboratively within a small team
- Excellent communication skills
- An excellent understanding of the news agenda
- Commitment to the aims and objectives of PSC

#### *Desirable*

- Experience of working with volunteers
- Experience of working for social justice, or Palestine related issue