



Job Description

Job Title:	Head of Press Relations
Accountable To:	Deputy Director of Communications and Public Affairs
Team:	Communications
Location:	Head Office

Our Vision

All BASC employees are expected to contribute to our vision:

To ensure a guaranteed future for sustainable shooting sports in all their diversity as a widely enjoyed and important part of the environment, economy and culture.

Our Values

Our vision is supported by a set of core values which are being developed with our employees. The core values will define the standards and behaviours which are expected of all employees and all employees will be expected to work within the spirit of them.

Job Purpose

Develop and manage the association's external press and media relations programme, with responsibility for managing the press team and ensuring BASC's voice is heard in the shooting and non-shooting media.

Ensure that BASC's press function operates with the association's wider communications strategy to safeguard reputation while promoting shooting. Provide the skills and experience that can help BASC deliver its key messages into the non-shooting media.

Principal Accountabilities

1. Produce and implement a press strategy for BASC under the direction of the Deputy Director of Communications and Public Affairs.
2. Facilitate the presentation of the message of shooting sports in general and BASC in particular through print, broadcast and electronic media.
3. Manage media-related issues which can cause reputational damage to the association.
4. Produce and distribute, with the Press Officer, all press releases and briefing materials, ensuring that they are checked with the relevant expert staff and senior managers within BASC. Ensure that press releases are legal, accurate, well presented and sent to the appropriate media. Where necessary, prepare strategies for press releases and media activity with other shooting and rural organisations.

5. Be on-call for internal and external media enquiries, including updating BASC's social media accounts in a management capacity outside normal business hours. Also ensure BASC's press content is well represented on social media.
6. Work closely with BASC's digital content editor to ensure press content is shared across BASC's digital channels.
7. Co-ordinate regional and national media development with the eight BASC regional and country centres.
8. Direct multi-media campaigns including the production of video news releases, training or promotional films, and inter-active on-line material, including social media campaigns.
9. Develop and manage the crisis management plan ensuring that it remains up to date and that the relevant staff are properly briefed and resourced to implement the plan if necessary.
10. Produce the annual budget submission for the press relations team.
11. Assist the publications function of the communications team as necessary.
12. Build and nurture relationships with journalists and other key influencers, reporting on issues relating to shooting sports.
13. Managing the Press team including setting objectives, performance management throughout the year and motivating good morale and working relationships within the team.
14. Work collaboratively with colleagues in other BASC teams as well as any consultancy or agency providing media relations support or press monitoring service. Extensive contact with journalists working for the national, local and specialist media.
15. Advise middle and senior managers and directors on complex media-related matters.
16. Attend conferences, game fairs, meetings and press / video filming events away from home and out of hours. In excess of 20 overnight stays per year.
17. Maintain a political awareness and work with BASC's political affairs staff to ensure BASC's positions are correctly represented at government level.

Dimensions and Limits of Authority

- The position is based at Head Office and will involve some travel throughout the UK. Therefore, the post holder is required to hold a current clean driving licence and have recent driving experience.
- The core hours of business are 9.00am to 5.15pm Monday to Thursday and 9.00am to 4.45pm on Friday, with one hour for lunch giving a working week of 35 ¾ hours. The post holder may, on occasion, be expected to work outside of these hours, to fulfil their duties.
- Any significant hours worked over and above the 35 ¾ hours per week will be allowed off as time in lieu subject to the normal approval process.
- Salary will be within the current range applicable for the role, dependent upon experience, and will attract a range of benefits including pension and private medical insurance.
- The post holder is not required to work with small groups of children and therefore an enhanced CRB disclosure is not required.

General requirements

- Work diligently within the best of your ability to ensure you meet the requirements of your job description
- Always seek to continuously improve so that the highest quality standards are achieved
- Participate in internal/external meetings and training as required
- Positively participate in one to ones and appraisals
- Ensure that all relevant policies, procedures and working practices are adhered to at all times
- Work in accordance with the Association's culture, values, aims and objectives
- Act as a positive ambassador for the Association at all times when dealing with members or representing the Association in other ways
- Positively contribute to the Association's team working environment, taking ownership of issues and supporting colleagues where appropriate
- Be flexible and willing to undertake any other duties that may be reasonably be required

NB: This job description forms part of the contract of employment of the post holder. It reflects the position at the present time only, and may be changed at management's discretion in the future. As a general term of employment, BASC may affect any necessary change in job content, or may require the post holder to undertake other duties, in consultation with the employee, provided that such changes are appropriate to the employee's remuneration and status.

I confirm that I have read and agree to carry out the duties and responsibilities contained in this job description.

Job Holder:

Name (Please print): _____

Signed: _____ Date: _____

Line Manager – I agree this job description is an accurate reflection of the duties and responsibilities of the role:

Name (Please print): _____

Signed: _____ Date: _____



Person Specification

Job Title: Head of Press Relations		
Criteria	Essential or Desirable	Method of Identification
Qualifications		
Graduate and /or professional qualification	Essential	Application
Proven Experience		
At least four years' senior experience within a press or media role	Essential	Application
Experience of driving high standards of service through innovative business development practice	Essential	Application/interview
Experience of working in a membership organisation	Desirable	Application/interview
Experience of dealing with the national print and broadcast media, including managing contentious and complex issues	Essential	Application/interview
Experience of public speaking and on broadcast media	Essential	Application/interview

Experience of managing crisis situations and delivering clear direction at a corporate level	Essential	Application / interview
Knowledge, Skills and Abilities		
Outstanding negotiation and people skills	Essential	Interview
Business acumen	Essential	Interview
Able to work co-operatively and collaboratively with the national print and broadcast media	Essential	Interview
Ability to work independently in high-pressure situations, frequently acting without guidance. Planning and accomplishing tasks / projects without external guidance.	Essential	Interview
Knowledge of business press release and media techniques	Essential	Interview
Able to motivate and enthuse others	Essential	Interview
An eye for detail and accuracy	Essential	Interview
Time management, able to priorities and achieve deadlines	Essential	Interview
Excellent verbal and written communication skills	Essential	Interview
Problem solving skills – able to work on own initiative	Essential	Interview
Sound IT skills	Desirable	Interview
Knowledge of relevant best practice and strategic innovation in the press and media arena	Essential	Interview
Ability to master complex briefs quickly and often manage multiple complex issues at the same time	Essential	Interview
Possess the skills to assimilate complex corporate issues and have an awareness of how to represent issues at a national level to protect reputation	Essential	Interview
Ability to secure external contacts at a senior level and maintain and develop those contacts to promote the association's strategic positions	Essential	Interview
Work proactively to generate and then deliver on workload	Essential	Interview

Other Attributes		
Excellent team player	Essential	Interview
Able to work flexibly	Essential	Interview
Enthusiastic and approachable	Essential	Interview
Able to work positively within the spirit of BASC's vision and core values	Essential	Interview