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| **JOB TITLE:** | Senior Media & PR Officer |
| **DEPARTMENT:** | Communications and Marketing |
| **JOB HOLDER:** | N/A |
| **REPORTS TO (JOB TITLE):** | Head of Communications and Marketing |
| **JOB PURPOSE**  *This is a summary, in a few sentences/bullet points, of the overall contribution this job makes to the Institute of Physics (IOP)*  The Institute is the professional body and learned society for physics. Physics impacts on all our daily lives and has the potential to help solve significant societal challenges, yet we have not articulated the impact or importance of physics well outside of the discipline. Our Communications and Marketing team will be at the forefront of our efforts to raise awareness and understanding of physics through impactful communications and marketing and the IOP Media and PR team is key to our media and communications engagement with opinion-formers, stakeholders, members and the public.  The Senior Media and PR Officer will develop and deliver media and PR plans, projects and activities that amplify our policy, science and corporate messages, raise awareness of our projects and programmes and deepen understanding of physics among policy and stakeholder audiences and the public. | |
| **ORGANISATIONAL STRUCTURE**  *An organisational chart showing where this job sits within the IOP – please refer to attached*  *Organisational chart to follow.* | |
| **CONTEXT**  *This briefly sets out the necessary background, including the department’s purpose, to understand how the job fits into the organisation and how it relates to other functions or jobs in the organisation*  **The team’s** **purpose**  The IOP’s Communications and Marketing department, of which the Media and PR team is a central component, is responsible for the organisation’s strategic, public and member communications, media, marketing and brand. The communications and marketing teams work together to develop and implement integrated communications campaigns and activities that support the delivery of organisational strategy and have the power to amplify the organisations’ impact and messaging, shift public opinion, galvanise ambassadors and supporters and change the minds of influencers and decision-makers.  The Media and PR team is responsible for developing and delivering strategic messages about physics and the Institute, promoting the work and achievements of the organisation internally and externally and providing robust and impactful media and social media activity fitting a learned society in the 21st century.  **The job’s context**  The Senior Media & PR Officer will lead for the press team on our science, physics and policy activity, and support our physics programmes and campaigns.  The post-holder is responsible for the research and preparation of high quality, accurate and effective media and PR materials, including media releases, background briefings, Q&As, thought pieces and research briefings, within tight timelines and ensuring a proactive and timely approach to Institute responses that fit our science and policy agendas and campaigns and promotes public understanding of physics.  The range of the work of the IOP is wide and the developments relevant to IOP programmes, including science and innovation, education, gender and diversity, public engagement and public affairs and interests in print, broadcast and digital outlets and channels.  The role calls for excellent judgement and an ability to build relationships of trust and mutual respect with senior influencers internally and externally. | |
| **TASKS & ACCOUNTABILITIES**  *A list of 6 – 12 statements identifying the principal outputs required of the job, which integrate to achieve the purpose of the job.*   * Lead on the IOP’s science and policy media relations activity, working in collaboration with internal policy and programme leads; building and maintaining relationships with journalists, correspondents and programme-makers, identifying spokespeople and opinion-leaders, and providing briefings, training and support. * Lead on the proactive and effective media response to news and policy announcements that affect IOP’s policy and influencing objectives and ensure an effective, speedy, accurate response to all media enquiries (in consultation with the Head of Media & PR, Head of Communications and Marketing and Executive team where appropriate). * As part of the media and PR team, to develop and manage the delivery of an effective media and PR programme which helps raise awareness and understanding, drives attitudinal change, grows influence and inspires key audiences in pursuit of IOP’s strategic objectives and to raise awareness and understanding of physics * Develop and deliver media and PR plans for IOP events, campaigns and initiatives, particularly those with a science, physics or policy focus, ensuring a quality output and effective prioritisation of competing demands in liaison with other departments. * To support, lead and participate in project groups as appropriate. * Contribute to the RCOG’s crisis management policy. * Support the delivery of an out-of-hours press office function. * To contribute to the development and delivery of IOP’s communications strategy. * Other duties compatible with employment in discussion with the Head of Media & PR | |

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| **SCOPE OF DECISION MAKING / CHALLENGES**  *A summary, of no more than the 4 key main decisions/challenges the post holder may face in carrying out the accountabilities of this job.*   * To provide trusted media counsel to staff, spokespeople, Executive team and Officers. * Identify and highlight potential news and media stories and opportunities particularly those with a policy, physics or science focus * To build relationships of trust and respect with senior journalists and IOP stakeholders at the highest level. * To manage reputation and crisis media and communications issues; proactively flagging and mitigating risks and responding effectively when reputational issues occur. |
| **DIMENSIONS**  *A summary of any numerical facts and figures that are relevant to illustrate the scale of the role e.g.*  The post holder will represent the organisation with journalists and stakeholders at the highest level  \* Works with internal colleagues, stakeholders, policy-makers, influencers and external partners to achieve the IOP’s strategic goals, drive attitudinal change, grow influence and inspire target audience.  \* Organise press briefings for science and national/regional media  \* Receive and respond to media enquiries quickly, providing accurate information and relevant spokespeople  \* Monitor the media, particularly in relation to science and medical stories, and build relationships with relevant journalists |
| **KNOWLEDGE, SKILLS & EXPERIENCE**  *The below are the skills, qualifications, membership requirements and experiences that are* ***necessary*** *for full and effective performance of this role, unless stated otherwise*  **Skills**   * Excellent written and verbal communication skills. * Proven ability to handle complex science and policy issues effectively, able to convey them accurately and in a simple manner. * Excellent negotiating and influencing skills, with the ability to work collaboratively with colleagues, stakeholders and external contacts. * A keen eye for detail and accuracy with strong editing and proofreading skills. * Ability to develop and implement media and PR plans and generate positive media coverage. * Ability to work calmly under pressure to tight deadlines. * Ability to make sound judgements and have a strong news sense. * Effective time management with the ability to plan, prioritise and deliver to tight timescales. * A creative and solutions focused approach with the ability to identify and exploit opportunities. * Enthusiastic, proactive and a flexible approach to work. * Organisational skills – ability to work with minimum supervision, prioritise own workload. * Computer literate – good working knowledge of Microsoft Office and of HTML email marketing software.   **Qualifications / Membership requirements**   * Educated to degree level or equivalent experience and qualifications * Postgraduate qualification in science, journalism or communications (or relevant experience – see below)   **Experience**   * Demonstrable experience of the planning, development and implementation of proactive, effective media and public relations activity and campaigns to a range of audiences. * Substantial experience of developing effective and appropriate media messages, positions and briefings to support policy and/or science focussed campaigns, events and activities. * Extensive knowledge and experience of media outlets and techniques (traditional and social/digital) * In-depth and proven experience of effective news management and crisis media handling * Proven experience of creative public relations activities and campaigns that raise awareness of an organisation’s event, service or product. * Proven experience of managing a media, PR and/or communications team and demonstrable experience of developing and empowering staff. * Proven track record in the creation and development of relationships with journalists and opinion formers   # |
| **COMPETENCIES**  *The behaviours that must be demonstrated in the job*   * Functional/technical skills – has the functional and technical knowledge and skills to do the job at a high level of accomplishment * Drive for results – can be counted on to meet or exceed goals successfully * Managing and measuring work – takes responsibility for tasks and decisions * Customer focus – is dedicated to meeting the expectations and requirements of internal and external clients and collaborators * Personal learning – picks up on the need to change personal and interpersonal behaviour quickly. |