

## Job description

<b>Role Title</b>	<b>Media and PR Lead</b>		
<b>Directorate</b>	Marketing and Communications		
<b>Line manager</b>	Group Director of Marketing Communications		
<b>New/ Existing</b>	Existing		
<b>Perm/ FTC</b>	Permanent	Grade 3	
<b>Job Purpose</b>	<p>To shape and protect our corporate reputation whilst promoting our business, values and mission. Goal is to maintain positive public awareness of Energy Saving Trust and our brand through proactive media and public relations activities.</p> <p>To lead and implement PR strategy and plans.</p>		
<b>Resource Management Responsibilities</b>	<b>Budget/ Equipment Accountabilities</b> Yes	<b>People (staff) Accountability</b> Yes	<b>Contractor Accountability</b> Yes
<b>Critical Accountabilities</b>	<p><b>This role will:</b></p> <ul style="list-style-type: none"> <li>▪ Devise and lead our media and PR strategy and plans, input into corporate marketing communications planning, and manage our external PR agency</li> <li>▪ Lead our press office, managing media relations and requests</li> <li>▪ Proactively pitch our spokespeople for media interviews, manage media training and brief colleagues</li> <li>▪ Write key messaging, press releases, media statements, opinions, speeches and other PR copy including for social media</li> <li>▪ Plan and oversee speaking opportunities and presence at events</li> <li>▪ Proactively work with policy team to ensure all policy statements are timely, relevant and impactful</li> <li>▪ Work directly with CEO and key senior spokespeople to ensure consistent accurate messaging</li> <li>▪ Provide counsel, guidance and support to the wider business on PR and media opportunities to protect and enhance our reputation</li> <li>▪ Present solutions in PR crisis, manage crisis response strategies, reactive statements, FAQs and other deliverables as needed</li> <li>▪ Lead on accurate evaluation, monitoring and reporting</li> <li>▪ Establish and cultivate relationships with the media, online newspapers, magazines, journals, broadcast – including relationships with key journalists at top tier media outlets</li> </ul>		
<b>Knowledge, skills, and qualifications required.</b>	<p><b>Knowledge, skills:</b></p> <ul style="list-style-type: none"> <li>▪ Demonstrated experience as public relations specialist including previous crisis management experience</li> <li>▪ Experience in project management and execution of PR campaigns and initiatives</li> <li>▪ Excellent experience in copywriting and editing, clear and concise writing</li> </ul>		

	<ul style="list-style-type: none"><li>▪ Demonstrated experience of monitoring, evaluating, and reporting</li><li>▪ Excellent interpersonal skills and ability to work with senior leadership including CEO, board members and stakeholders</li><li>▪ Expert stakeholder management skills with the ability to create and build a network of contacts to enhance and protect our corporate image.</li><li>▪ Strong presentation skills and confident self-starter</li><li>▪ Flexible, determined, and enthusiastic approach including ability to cope proactively under pressure</li><li>▪ A creative leader and team player with strong negotiation and influencing skills</li><li>▪ Proven understanding and track record of using social media effectively in a professional context</li></ul> <p><b>Key experience required:</b></p> <ul style="list-style-type: none"><li>▪ Previous experience of leading a communications, PR and media relations in-house function</li><li>▪ Experience of managing agencies and budgets</li></ul> <p><b>Key qualifications required:</b></p> <ul style="list-style-type: none"><li>▪ Degree in PR, Communications, journalism or relevant field or equivalent experience</li></ul> <p><b>Desirable:</b></p> <ul style="list-style-type: none"><li>▪ Experience of working for a mission driven company and policy lead environment</li><li>▪ Understanding of environmental and sustainability issues relating to our mission</li></ul>
--	---