

Job Description

Role Title	Senior PR & Communications Executive
Job Family & Category	Technical specialists: Technical specialist
Team	PR Team
Line Manager	PR & Media Lead
New/ Existing Role	Existing
Perm/ Fixed Term	Permanent
Job Purpose	Play a key role in increasing the reach of our key messages via earned media coverage, while ensuring Energy Saving Trust is represented accurately and positively.
Resource and Management Responsibilities	<ul style="list-style-type: none"> ▪ None
Key responsibilities	<ul style="list-style-type: none"> ▪ Work with the PR Manager to develop and deliver proactive PR activities to increase the reach of our energy saving advice through earned media coverage. ▪ Develop PR materials including press releases, pitch angles, interview briefs and media lists. ▪ Coordinate accurate and timely responses to in-bound media enquiries, liaising with journalists and spokespeople. ▪ Work with our Insights team to ensure media lines are kept up to date and accurate in line with external developments. ▪ Monitor the media, including newspapers, magazines, journals, broadcasts, and newswires, for opportunities. ▪ Build strong relationships with the content and internal comms teams to ensure web and social media content relating to the news is up to date. ▪ Help provide support to colleagues regarding use of the journalist contacts database and monitoring platform. ▪ Coordinate record keeping around media relations information including accurate monitoring and reporting. ▪ Support with administrative processes where required.

<p>Knowledge, skills and qualifications required</p>	<p>Essential:</p> <ul style="list-style-type: none"> ▪ Experience in media relations and communications activity. ▪ An understanding of press office processes ▪ Experience of communicating with a range of stakeholders. ▪ Excellent written communication, proofing skills and attention to detail. ▪ Understanding of social media channels and content creation. ▪ Strong interpersonal communication skills including negotiating and presenting. ▪ Creative team player exhibiting flexibility, determination, enthusiasm. ▪ Well organised with the ability to work on multiple tasks and priorities in a fast paced environment. ▪ A willingness to learn about, engage with and support our efforts to become a more diverse, inclusive and equitable organisation.
	<p>Desirable:</p> <ul style="list-style-type: none"> ▪ Experience of Meltwater or similar media monitoring system. ▪ Experience of delivering communication campaigns. ▪ Understanding of environmental and sustainability issues relating to our mission.