



Senior Media and Communications Officer

- **Responsible to** NPE Executive Director / NPUK Communications Director
- **Location** – Home (remote) with occasional travel to English National Park Authorities and to London
- **Salary** – £35,000 per annum pro rata. (Actual salary for 0.8 FTE £28,000pa)
0.8 FTE with options for flexible working (we are always willing to consider a range of working patterns to enable you to manage your work life balance)

This is a one year fixed term contract with possibility of extension subject to funding

About the role:

England's National Parks represent our finest landscapes, famed for their spectacular beauty, varied wildlife and rich cultural heritage. National Parks are critical to supporting local communities, providing access to green spaces for the nation, and helping to tackle the dual challenges of climate change and declining biodiversity.

National Parks England's purpose is to be the collective voice for English National Park Authorities, helping us to achieve our purposes through influencing policy. We are a small team, working with a much wider team of colleagues across National Park Authorities.

As Senior Media and Communications Officer within NPE you will support a range of the policy and influencing work of National Park Authorities for a range of campaigns and projects including our work on Generation Green and the Protected Landscapes Partnership.

You will work alongside the wider team to ensure effective communication through the media to influence public opinion and political change. As well as high quality media relations, the post will support delivery of public relations activities, and support wider public affairs and stakeholder relations.

The successful candidate will have excellent media, public relations and integrated communications skills gained within a policy and influencing environment and will be confident to play both lead and supporting roles on a wide range of projects. They will have excellent writing and editing skills, an understanding of what makes media worthy content, and experience of building relationships with journalists. The post holder should also have experience of supporting stakeholder engagement with those in and around government and in working with a range of project partners.

Media and public relations

The post holder will be expected to undertake media and public relations activities as a key element of each of our policy and project areas.

You will:

1. Proactively develop media relations, engage journalists and place content in media outlets to build our profile and promote our campaigns through the media.
2. Support the writing, production and distribution of proactive and responsive press releases and statements.
3. Set up and support the management of an external media monitoring service to ensure we are accurately tracking and recording our media coverage, distributed to colleagues with appropriate additional analysis when needed.
4. Monitor trends in media coverage and support the co-ordination of our response to these.
5. Support effective media management, including by: monitoring key journalists' and outlets' activity and identifying opportunities for us to enhance relationships; managing and updating a database of target media; briefing staff.
6. Deal with enquiries from the public, the press, related organisations and stakeholders, and help to brief our spokespeople
7. Report and analyse PR campaigns progress, and contribute to the wider evaluation of the initiative where relevant.

Public affairs

The post holder will be expected to support our public affairs activities, ensuring that we have a strong understanding of key stakeholders and the wider policy landscape we are operating within. This will include responsibility to:

1. Support the Policy and Public Affairs Manager to map and monitor key stakeholders and their activities; maintain and update stakeholder data; and help to coordinate engagement.
2. Support the delivery of policy influencing events to deadline and to budget.
3. Support the production of policy briefings / materials for our campaigning work.
4. Work with the Public and Policy Affairs Manager to proactively develop parliamentary engagement and build our profile in Westminster.

Integrated Communications

Working with the wider Comms and Policy team the post holder will support the delivery of integrated communications strategies across a mix of channels, including:

1. Support the development, delivery and evaluation of integrated communications plans for our campaigns and outputs, drawing on expertise from across the team and blending communications disciplines as appropriate (including digital communications, publications production, marketing, events, media relations and public affairs).
2. Consider the opportunities and implications for digital communications and other communications channels arising from media, public relations and public affairs / policy work.
3. Develop and coordinate internal communications channels across teams
3. Support the team in the management of the budget.

There may be a requirement for some out of hours working in this role during particularly busy periods. We operate a Time Off in Lieu system

Experience	Essential	Desirable
Experience of delivering communications activity in a public policy context	Yes	
Experience of writing reports and briefings for a range of audiences	Yes	
An understanding of the UK political system and policy making processes, particularly in the context of National Parks.	Yes	
Experience of working with the media to develop stories and public campaigns	Yes	
Experience of implementing integrated communications plans and strategies that blend the full range of communications disciplines and working with colleagues to align delivery of respective elements (such as digital communications, publications, events)	Yes	
Excellent communicator with strong written and verbal communication skills you use to build and maintain productive external and internal relationships	Yes	
An excellent project manager with a 'can do' attitude, excellent attention to detail and the aptitude to manage different activities simultaneously, work well under pressure and meet deadlines.	Yes	
Experience of implementing impactful and timely reactive and proactive media relations activity that has contributed towards successfully achieving influencing campaign objectives.		Yes
Experience of implementing impactful and timely reactive and proactive public affairs activity that has contributed towards successfully achieving policy-influencing objectives.	Yes	

Personal Qualities	Essential	Desirable
Self-motivated and resourceful	Yes	-
Diplomacy and political acuity	Yes	-
Affinity for the beneficial role of National Parks in England	Yes	-
Accuracy, robustness, thoroughness and consistently high standards of delivery	Yes	-
A commitment to improving equality, diversity and inclusion	Yes	-
Respectful and considerate of differing perspectives and experiences	Yes	-

Selection process

You can apply for this job by submitting your application via the link on the job ad on our website.

Please submit

- A CV (2 pages)
- A cover letter (up to 3 pages)

In your cover letter, please give evidence of how your experience and skills make you suitable for this role and in particular why working with National Parks is of interest to you.

Closing date: 5pm Tuesday 14th May 2024

First stage interviews will take place online on Tuesday 21 or Wed 22 May 2024.

Questions?

We are a small team with really limited resources, so in the first instance we are offering 3 sessions where we will present about both roles and there will be opportunities to ask questions

You can sign up for these [here](#).

NB We request no contact from agencies for this role and we will not respond to unsolicited agency requests.