



## Job Description



|                              |                            |
|------------------------------|----------------------------|
| <b>Job Title:</b>            | Regional Press Officer     |
| <b>Department/Team:</b>      | Press - External Relations |
| <b>Location:</b>             | Homebased                  |
| <b>Line Manager's Title:</b> | Regional Media Manager     |

---

### 1. Overall Job Purpose

The Regional Press Officer's role is to promote and protect the reputation of the RSPCA in their respective regions.

They manage the proactive and reactive media work of their own region, support the frontline work of that region, and are the first point of contact for anything involving the RSPCA in that area.

This includes reactive press enquiries from upwards of 400 media outlets in the region, as well as national and international press; pro-active publicity across traditional and new media - including social media - supporting the work of frontline inspectorate staff, animal centres and animal hospitals in the region; fundraising publicity in the region including RSPCA Week and the Winter Campaign. They also offer press advice, support and media training to the branches in their respective regions to help ensure that their reputations are also protected, and their work promoted.

### 2. Structure

See Establishment Structure Charts.

### 3. Key Tasks/Job Description

- To promote the work of the RSPCA in their respective regions and support the work of frontline staff by issuing proactive press releases and alerts about inspectorate cruelty investigations, appeals for information, court appearances and the prosecution of offenders, rescues, rehabilitation (in the case of our wildlife centres), rehoming (in the case of our animal centres) and more. To assist RSPCA branches with proactive press releases on request.

- To directly support fundraising work in their respective regions by issuing proactive press releases regarding national and regional fundraising campaigns and events, from RSPCA Week and the Winter Campaign, to animal centre Christmas fairs and fundraising efforts of individual members of the public.
- To deal with enquiries from journalists in their respective regions about regional or national issues or from national/international journalists about stories and issues happening in their respective region.
- To protect the reputation of the RSPCA by preparing for potentially critical stories in advance and by managing them when they break, including providing information and statements for internal communications, the website, and social media teams.
- To act as a spokesperson for the RSPCA in TV/radio interviews as appropriate.
- To ensure all spokespeople are well briefed for interviews and aware of what is going on in the media and also periodically, as appropriate, to provide targeted media refresher training.
- Taking or sourcing appropriate images to accompany RSPCA stories.
- Working alongside the RSPCA Broadcast Unit to identify and arrange suitable filming opportunities for internal and external use, including liaising with production companies like True North Productions.
- Writing and adding content to the regional press office blog.
- Organising launch events and press calls.
- Writing copy for RSPCA publications.
- Writing columns as an RSPCA spokesperson for newspapers/magazines.
- Developing and maintaining good contacts internally amongst RSPCA staff and externally, including journalists, other animal welfare charities, police forces, fire services and councils.
- Providing statements for the enquiry team to deal with calls from members of the public.

While at work all staff are required to:

- Adhere to the Society's charitable objectives which are to promote kindness and prevent cruelty to animals.
- Understand and comply with the Society Code of Conduct.
- Take care of their own health and safety and that of others who may be affected by their acts and omissions.

- Co-operate with Society policies and procedures.

In addition to your normal duties, you may occasionally be required to undertake such other reasonable duties as necessary to meet the needs of the Society.

#### **4. Person Specification**

Please see person specification attached (appendix A)

---

NB. This job description is a statement of the job content required as of September 2017. It should not be seen as precluding future changes.

**PERSON SPECIFICATION****Regional Press Officer**

|   | <b>ESSENTIAL</b>   | <b>DESIRABLE</b> |
|---|--|------------------|
| <b>PROFESSIONAL AND/OR TECHNICAL QUALIFICATIONS</b> | <p>Educated to degree level.</p> <p>Postgraduate NCTJ qualification - which includes the modules of media law and court reporting, local and central government, 100wpm shorthand, news writing and newspaper journalism.</p>  |                  |
| <b>EXPERIENCE</b>                                   | <p>Previous experience of working in a communications environment such as newsroom, journalism, PR or press office.</p> <p>Ability to understand journalists' requirements and respond to varying deadlines.</p> <p>Experience of covering court cases.</p> <p>Experience of handling sensitive material, including sometimes confidential and/or distressing material.</p> <p>Three years or more experience after graduation, to allow for qualification as a journalist, followed by professional experience.</p> |                  |
| <b>SKILLS AND COMPETENCIES</b>                      | <p>Proven ability to understand complex ideas and scientific concepts and communicate them both orally and in writing in a clear and concise manner</p> <p>Good working knowledge of Word/Google documents.</p> <p>Computer skills - including the ability to learn RSPCA software including TAILS and Cognos, as well as using Content</p>  |                  |

|                                       |   |  |
|---------------------------------------|---|--|
|                                       | Management Systems for publishing stories online on the online press centre/blog.     |  |
| <b>PERSONAL QUALITIES</b>             | <p>The ability to remain calm under pressure.</p> <p>A flexible approach to work.</p> |  |
| <b>SPECIAL CIRCUMSTANCES (if any)</b> | N/A.  |  |