Role Profile

Job Title
Communications and Events Officer

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Communications & Events Officer

Pay band 7

Department
UK Countries, Wales

Location
Cardiff or Bangor Office

Reports to
Head of Communications and Marketing

Direct Reports
None

Job Purpose
To build support for the RSPB and inspire a world richer in nature through the delivery of effective communications and a country-wide events programme.

The RSPB have generic role profiles linked its pay and reward structure which our job vacancies are aligned to. These include a list of indicative key result areas and requirements for the role.

More specific details on the role can be found in the job advert and accompanying job pack.

Key Result Areas

❖ Responsible for producing clear, succinct, targeted and on brand messages from complex work areas to support the delivery of key RSPB country and UK wide objectives.
❖ Project manage flagship events and initiatives and work with colleagues to devise, and implement, an agreed country-wide reserve events programme, leading on their promotion and marketing.
❖ Cultivate and maintain relationships with country based journalists, other media contacts and partners in order to increase promotion opportunities for events and reserves, pitch stories and secure media coverage for RSPB projects and objectives across the country’s media outlets.
❖ Co-ordinate, produce and develop content for RSPB and external publications, RSPB country specific blogs, web pages and social media channels to increase profile and meet the RSPB’s objectives.
❖ Monitor and review agreed outcomes from communication and event activities so that the effectiveness of work can be assessed and improved.
❖ Understand and mitigate issues that may give rise to reputational damage to the RSPB in all communications channels.
❖ Prepare professional briefings and communications training that enable the RSPB spokespeople to communicate RSPB objectives clearly to the media and other audiences.

January 2019
❖ Ensure effective internal communications are delivered so that relevant employees and volunteers are aware of key messages and are informed and briefed on forthcoming and evolving media stories and events.
❖ Contribute to the planning and delivery of communications related initiatives to support the RSPB’s country objectives and lead on managing media requests and social media enquiries.
❖ Maintain a high-level understanding of the full breadth of the RSPB’s work in order to make connections between different areas of work, ensuring the presentation of coherent and impactful stories to the media.

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<thead>
<tr>
<th>Key Contacts and Working Relationships</th>
<th>Internal</th>
<th>External</th>
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<tbody>
<tr>
<td>Work with your respective management team, area managers, reserve, conservation and Fundraising &amp; Communications teams, specialists and volunteers to better deliver the RSPB’s objectives.</td>
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<td>Print, online and broadcast journalists and editors to achieve and manage the RSPB’s strategic communications objectives.</td>
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<td>Work in partnership with UKHQ media relations, consumer PR, social media, events and project teams to achieve and manage the RSPB’s strategic communications objectives</td>
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<td>Media staff in partner organisations to ensure consistent approach and the maximisation of mutual media and project objectives.</td>
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<td>Event venues, specialist providers including transport and catering, third party event websites and tourism providers to deliver the country events programme.</td>
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<td>Public via social media channels and through event management</td>
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Financial Responsibility

❖ This role is responsible for specific budgets (including projects). Responsible means:
✓ Monitors spend against targets whilst minimising risk
✓ Decides on appropriate expenditure to meet objectives
✓ Manages day-to-day procurement of goods and services, including selecting appropriate suppliers and contractors

Essential qualifications

1. Educated to a degree level or equivalent experience in media or public relations including events.

Essential knowledge

2. Good understanding of the principles of effective media relations knowledge, as demonstrated by training and work successes and demonstrable examples of coverage achieved.
3. The approach required to cultivate and maintain contacts and pitch to journalists; how to secure coverage for key projects and strategies in media outlets that can communicate key messages to priority target audiences.

Essential skills

4. Communications - listening, written and verbal. Able to communicate complex topics in a clear manner at all levels to develop shared understanding.
5. Able to summarise complex information and provide impactful copy.
6. Strong social and interpersonal skills, with the gravitas to influence internal and external stakeholders, including journalists.
7. Excellent planning and prioritisation skills, combined with the ability to meet tight deadlines and handle unanticipated workloads.

### Essential experience

8. Demonstrable experience of developing stories and messages from briefings or background information on a wide variety of topics.
9. Demonstrable experience of delivering media coverage in support of major projects, campaigns and initiatives.
11. Able to work to tight deadlines.
12. Event organisation, delivery and review experience for events with up to 100 participants.

### Desirable qualifications, knowledge, skills and experience

13. PR/marketing/journalism/event management qualification.
15. Working for/with environmental Non Governmental Organisations or voluntary sector organisation.
16. Key habitat and conservation issues in relevant country especially birds.

### How we expect you to work

The RSPB has seven key competencies that are important to our organisation’s success. We expect all employees to demonstrate these competencies in everything that they do. The heading descriptors of the seven competencies are:

**Direction:**
You ensure you have a clear direction and sense of common purpose that guides what you do and how you approach your work.

**Energy:**
You bring energy and urgency to the RSPB to motivate people to do the best they can.

**Capability:**
You build your own and other people’s capabilities, directly and indirectly.

**Relationships:**
You communicate effectively and build productive internal and external relationships.

**Change:**
You support continuous improvement and change and constantly look for way to do things better.

**Advocacy:**
You act as an advocate for the RSPB.

**Performance:**
You get things done, achieve ambitious goals and the RSPB’s aims.
In line with these competencies, the following behaviours are essential upon appointment to this particular role and will need to be part of what you do for you to add value to the RSPB:

- Clearly communicates the RSPB’s strategy.
- Focuses on the things that are most important in their work area.
- Demonstrates a willingness to make decisions and take actions.
- Maintains positive relationships with partners.
- Is prepared to take on new challenges outside their comfort zone.
- Willingly shares knowledge and resources with others.
- Listens to other people’s ideas and suggestions and encourages others to come up with new ideas.
- Consistently delivers results on time.
- Applies the RSPB brand consistently.
- Ensures others understand what the key messages are that the RSPB advocates.

**Additional Information**

- This role will require occasional weekend and evening working.
- Some standby and on-call work will be required.
- This role will require occasional travel within the UK.
- This role will require occasional overnight stays away from home.
- The RSPB works for a healthy environment for all and we therefore expect you to take action in accordance with our Environmental Policy and objectives. Together we can make a positive difference for our world.
- In the RSPB, volunteers are a major resource and make a vital contribution to the RSPB’s aim to take action for the conservation of wild birds and the environment. Employees are responsible for encouraging, developing and supporting volunteers in their work for the RSPB.