



Edinburgh Dog and Cat Home

Job Description

Job Title	Senior Media and Public Affairs Officer
Reporting to	Communications Manager
Location	Edinburgh Dog and Cat Home, 26 Seafield Road East
Salary	£30,000
Contract	Permanent, Full Time (35 hours per week) Monday-Friday, 9am-4.30pm with occasional out of hours and weekend work

Duties and responsibilities

Press and Media

- Responsible for the delivery of a media relations service which generates both reactive and proactive opportunities and raises the profile of Edinburgh Dog and Cat Home.
- Respond promptly and authoritatively to media requests, and proactively identify and maximise media opportunities across a range of outlets and channels.
- Working with the communications team create media and social media materials including social media posts, press releases, statements, blogs, comment pieces and case studies. Pitch and place in media outlets
- Deliver occasional out-of-hours media services to journalists, including weekends and evenings according to the communications team rota.
- Working with the communication team, develop and deliver creative and engaging media plans to integrate social and mainstream media activity supporting the communications team's priorities, as allocated by the Director of Fundraising and Communications; These could include fundraising appeal and events, organisational campaigns, boarding service, rehoming promotion and animal welfare campaigns.



- Support the Home's spokespeople around media interviews, including briefing them with Q&As and key messages, and providing any necessary background information for journalists and organising logistics and attending events where necessary. Organise and host press photocalls, liaising with senior management and kennel staff members to identify and coordinate suitable animals to take part
- Responsible for the delivery of high quality PR photography, using external suppliers, volunteers and in-house resources
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- Maintain and develop effective relationships with journalists, freelancers, bloggers and photographers to secure their ongoing support and maximise opportunities to extend our reach.
- Monitor and evaluate media success using a range of analytics including monitoring tools for media, social media and Google Analytics.
- Monitor current news in the animal welfare and third sectors, keeping up to date with trends and spotting opportunities.
- Actively seek out daily news reports which relate to the work of the Home, animal welfare, third sector or local stories to identify opportunities for engagement and PR.
- Attend a variety of events on behalf of the Home, encouraging media visits and acting as media liaison.
- Liaise with staff, volunteers and third parties to develop content marketing opportunities, ensure smooth cross-departmental collaboration and maximise media engagement.
- Lead on any ad-hoc media opportunities for the Home such as liaising with TV production companies on appearances and features.
- Work closely with operational, fundraising, retail, education, volunteering, HR and business support colleagues to provide press and media and advice across all of these functions.
- Working closely with the Communications Manager and Director of Fundraising and Communications lead on the Home's communications crisis plan and delivery

Public Affairs

- Represent the Home at cross sector and political animal welfare working groups and act as the Home's lead in any resulting campaigns.



- Working with the Communications Manager and SMT, lead on the response to government consultations and campaigns relating to animal welfare, the third sector in Scotland and the UK and local issues in Edinburgh and the Lothians.
- Work closely and build relationships with other animal welfare organisations with regards to shared media and campaign opportunities.
- Provide political monitoring to ensure the Home is responsive to the external political environment with regards to animal welfare, third sector and local issues, and is kept abreast of potential policy threats.
- Create monthly reports for the Communications Manager and SMT with regards to current issues and campaigns in the animal welfare and third sectors and local community.
- Work with Communications Manager to develop the Home's position statements, feeding in to both external communications and crisis management planning

Other

- Work closely with the communications team, act as a brand ambassador for the Home ensuring all content produced is in line with the Home's key messages and brand guidelines.
- Work with the Home's kennel and cattery team and communications colleagues on a weekly basis to capture stories of animals in the Home's care to build strong case studies for future marketing and opportunities to generate current newsworthy stories.
- Responsible for the management of the media inbox, ensuring that enquiries are responded to in a timely and professional manner.
- Recruit, train and manage press and media volunteers, placements and internships.
- Build and maintain excellent internal relationships with staff and volunteers
- Responsible for contributing to the monthly fundraising, retail and communications report on media stats and analytics.
- Deputise for the Communications Manager during periods of absence.
- Any other reasonable duties directed by you line manager commensurate with this post.



Person Specification		
	Essential	Desirable
Education and Training	Qualification in a relevant study and/or demonstrable experience in a similar role	Training in third sector communications
Experience	<p>Considerable experience of working with a range of media, as a journalist or press officer</p> <p>Strong news judgment – ability to know what is likely to make a good story, how the media will cover a particular issue and what media materials are needed, how to catch journalists attention, how to spot and manage risk</p> <p>Strong written skills, ideally with a history of writing for publications</p> <p>Experience and knowledge of creating content for or pitching to digital media</p> <p>Experience of developing and implementing PR plans</p> <p>Experience of drafting a range of media materials, for example media releases, statements, media briefing notes and photo-call notices</p> <p>Experience of proactive and reactive media relations – including commissioning/placing articles and stories</p>	<p>Worked in a press officer role for a third sector organisation</p> <p>Animal welfare communications</p> <p>Experience of working with production companies</p> <p>Working with or managing volunteers</p>



	<p>Experience of supporting events and campaigns through and acting as media liaison.</p>	
<p>Skills and Knowledge</p>	<p>Excellent oral and written communication skills</p> <p>Confidence, public speaking – ability to express thoughts and opinions clearly, represent the organisation to important external contacts</p> <p>Creativity – ability to devise new ways to use the media to the Home’s advantage, and proactively develop and use a wide range of approaches to enable effective media coverage</p> <p>Knowledge of how to monitor and evaluate the effectiveness of media activity and establish systems for reporting progress</p> <p>Ability to monitor the political landscape and report and respond in a time critical manner</p> <p>Time and stress management – able to work under pressure, to tight deadlines, and prioritise an array of competing tasks</p> <p>Knowledge of how to develop media materials including media plans</p>	



	<p>Excellent administrative skills, fully competent with Microsoft Office packages</p> <p>Strong social skills with the ability to communicate, influence and build strong relationships across all departments</p> <p>An ongoing awareness of current media trends</p>	
Personality	<p>Team player, with ability to work well with others in a small, highly effective team</p> <p>Confidence in and ability to deal with and influence people at all levels</p> <p>Professional manner ensuring to represent the Home's values internally and externally</p> <p>Outgoing and positive character</p> <p>Approachable and open to hearing others ideas and work requirements</p> <p>Well-presented and confident</p>	<p>Interest and passion for welfare of dogs and cats</p>
Other Requirements	<p>Willingness to undertake training if required</p>	