

Job Description

JOB TITLE	Press Officer
WORK BASE	Aid to the Church in Need UK, UK National Office
RESPONSIBLE TO	Head of Press & Information
CO-ORDINATING WITH	National Director Fundraising & Marketing Team Senior Press Officer Parliamentary and Public Affairs Officer Digital Marketing Team

Working as part of a dynamic and growing team, this post would enable the successful candidate to deliver on ACN's strategic objective to raise the charity's profile in the media by means of increased coverage of Christian persecution-related issues both in traditional and digital platforms.

To expand ACN's media output – both traditional and digital media – thereby increasing public recognition of Christian persecution issues and raising the charity's profile, helping it to become the go-to organisation for all media inquiries on the topic.

MAIN PURPOSE

- Working with the Head of Press & Information and others to devise an external media programme fit for the modern age; providing more instant and accessible materials for online and traditional media consumption
- Working with colleagues to develop the relationship between ACN (UK) and ACN (International) regarding media
- To act as principal point person for ACN (UK) media relations
- To offer a regular supply of media materials for journalists, media outfits and other related parties
- To provide copy and other materials for ACN digital media platforms and publications e.g. website
- To help support the advocacy objectives of the charity through media outreach.

RESPONSIBLE FOR

Areas of Responsibility will include, but not be limited to:

- Working with colleagues, to advise on and implement a much-expanded programme of ACN media outreach, assessing options including regular audio (radio) output
- Working with colleagues to devise and implement a programme harnessing evolving digital media opportunities including podcasts and blogs
- To lead on the provision of regular media outreach – press releases, using email, Twitter etc. – working in close liaison with ACN digital media team
- To develop relations with key journalists and other media professionals, keeping ACN contacts' book and media database up to date
- To work with colleagues to encourage journalists and others in public life to receive ACN media releases and other up-to-date materials
- To implement and improve media monitoring programme
- Working with colleagues, to create opportunities and develop bespoke articles for ACN or associated individuals for individual media outfits.

- Other duties that may reasonably be required in line with your main duties

EXTERNAL AND INTERNAL RELATIONSHIPS

The role will also develop strong working relationships and liaise with individuals both within and outside Aid to the Church in Need. Internally, these include the Senior Press Officer, the Head of Fundraising & Marketing, the Direct Marketing Manager, Digital Marketing Manager, the Senior Administrator and ACN staff in Scotland and the North-West.

The role will also develop strong external working relationships with Editorial departments of external media interested in the charity's work such as *The Catholic Universe*, *Catholic Herald*, *The Tablet* and *the Scottish Catholic* and key journalists within secular as well as Christian broadcast media.

At a time when the persecution of Christians and religious freedom have attracted increased media interest as well as governmental and parliamentary engagement, the role will help foster relations with individual politicians, groups and committees in support of key objectives to help highlight the specific problem of Christian persecution and the wider issue of religious freedom.

Deputising:

The Press Officer will on occasions:

- Deputise for the Senior Press Officer and occasionally for the Head of Press and Information for example writing press releases, research work on Christian persecution, drafting texts, drafting media inquiries and other materials for fundraising purposes.
- On an *ad hoc* basis the post-holder will attend external meetings, representing ACN, deputising for either the Senior Press Officer or the Head of Press & Information.

PERSON SPECIFICATION

Technical Competencies:

- Significant and demonstrable experience of writing copy – both online and hard copy.
- Experience of networking and liaising with stakeholders at all levels.
- Excellent verbal and written communication skills.
- An eye for detail.
- IT literate: Microsoft Office suite including Excel, Word and PowerPoint essential.

Personal / Interpersonal Competencies:

- Excellent inter-personal skills.
- Strong organisational skills – able to prioritise and willing to “own” distinct areas of work.
- A self-starter, able to work both independently and as part of a team.
- Tenacity, persistence and flexibility.
- Ability to work well under pressure.
- Committed to learning and implementing the ACN house style and follow in-house training provided.

Strategic Competencies:

- Motivated by the cause supported by Aid to the Church in Need, sympathy with the mission and values of Aid to the Church in Need, and good knowledge and understanding of the Catholic Church, its teachings and practices.
- Ideally some knowledge of persecution of Christians and other minorities.
- Ideally experience of or an interest in the charity sector.