**Job description**

**Job title:** **Media Relations and Communications Officer (full-time, permanent, but open to 0.8FTE)**

**Reporting to:** **Media Relations Lead**

**About Business Disability Forum**

Business Disability Forum is the leading business membership organisation in disability inclusion.

We are trusted partners, working with business, Government and disabled people to improve the life experiences of disabled employees and consumers, by removing barriers to inclusion.

* We work with over 600 members employing over 20% of the UK workforce and an estimated 8 million people worldwide.
* We advise, support and encourage businesses (many of them global) to become more disability-smart.
* We influence policymakers by representing the voice of employers and disabled employees.
* We provide evidence-based thought leadership on how business affects the lives of disabled people.
* We help effect changes in business practices, products, services and policies that positively impact the life experiences of disabled people, and also benefit business.

**Our values:**

* **Purposeful** – we are focused on removing barriers to disability inclusion
* **Evidence-based** – we are informed and driven by unique insights from our membership
* **Respectfu**l – we are supportive and approachable
* **Pragmatic** – we find practical solutions that business and Government can implement
* **Responsive** – we are constantly evolving to meet our Members’ and Partners’ needs
* **Bold**– we are thought leaders who are not afraid to challenge

**Job purpose:**

The majority of this role will focus on developing and delivering proactive and reactive print, online, broadcast and podcast media relations campaigns to promote the benefits of disability inclusion, our membership, products, services and policy work to businesses and policymakers. You would also support broader communications activity through planning and writing content for multiple platforms.

**Key tasks and responsibilities:**

**Media relations (80% role)**

To work with the Media Relations Lead to develop and deliver proactive and reactive media activity to promote the benefits of disability inclusion to businesses and policymakers, and to promote our events, resources, research and public policy positions via traditional online, print, and broadcast media coverage, as well as new media, such as podcasts.

* Identify and deliver proactive media relations activities to increase the reach of our messaging, working collaboratively with our experts and coordinating outreach to a broad range of journalists.
* Research and write accurate and timely press releases, comments, statements, articles, case studies and any other copy related to the media function. This will include drafting concise and engaging copy on a wide range of public policy, workplace and consumer issues targeted towards different media audiences.
* Develop topical angles and pitches and informed interview briefs and Q&As.
* Create targeted media lists using our media contacts platform and own research and knowledge.
* Format and issue press releases and other media relations outputs in line with the BDF House Style Guide and the principles of accessible communication.
* Deliver accurate and timely responses to in-bound media enquiries, promoting our policy lines and liaising with journalists, BDF spokespeople and Members.
* Set up media opportunities, including interviews and opportunities for thought leadership and comment.
* Keep [Business Disability Forum’s Media Centre](https://businessdisabilityforum.org.uk/media-centre/) up-to-date with latest press releases, media coverage and information for journalists.
* Help develop and nurture BDF’s media contact lists.
* File and share BDF media coverage.
* Liaise with other teams in BDF on upcoming media opportunities.
* Assist with briefing spokespeople.
* Assist with crisis media, when appropriate.

**Communications (20% role)**

* Write copy for a range of BDF communications channels including blogs, website content, newsletters, social posts and internal communications.
* Contribute, with the Digital Marketing Manager, to the development and maintenance of a BDF bank of ‘disability inclusion in business’ best practice case studies.
* Create and publish digitally accessible content to BDF website (WordPress CMS – training available).

**Other:**

* Build productive and professional working relationships internally with BDF staff, and externally with Members, Partners, and other stakeholders.
* Take part in own continuous improvements activities as required.
* Update and maintain accurate records on the Company Information System (Salesforce).
* Complete, agree with manager, and maintain own Objectives and Key Results (OKRs) on a regular basis.
* Be familiar with and at all times adhere to BDF policies, procedures and values, as set out in the Employee Handbook.
* Promote and comply with BDF values both in the delivery of services and in working relationships and treatment of others.
* Any other duty as may be assigned that is consistent with the nature of the job and its level of responsibility. Any changes will be made in consultation with the post holder.

**Line management responsibilities:**

None.

**Working contacts:**

**Internal**

* Director of Public Policy and Research
* CEO
* Director of Legal and Content
* Head of Content
* Head of Practice
* Head of Memberships
* Wider BDF team

Marketing and Communications team

* Director of Communications and Marketing
* Media Relations Lead
* Communications and Marketing Officer
* Digital Marketing Manager
* Digital Products and Accessibility Officer
* Multimedia Officer

**External**

* Media
* Members
* Partners

**Person specification**

We assess how candidates and post-holders meet the criteria through: application (A), interview (I) or testing (T). Adjustments will be made for all candidates throughout the recruitment process.

**Experience**

**Essential**

* Significant experience of delivering media relations across a wide range of different media with a proven track record (A &I).
* Experience turning complex policy ideas and research into compelling press releases, articles and other content (A,I & T).
* Experience of proactively selling in stories to journalists and nurturing ongoing media relationships (A & I).
* Experience writing accurate content for a range of audiences and channels, both external and internal (A, I & T).

**Desirable**

* Experience gaining coverage in HR, business, consumer affairs or disability focused media (A, I & T).
* Experience delivering media relations for a membership organisation.

**Skills**

**Essential**

* Excellent written communication, proofing skills and attention to detail (A, I & T).
* Excellent verbal communications skills (A, I & T).
* Good time management and ability to prioritise(A, I & T).
* Fluent with Microsoft Office 365 (A, I & T).
* Knowledge of using media databases (A &I)

**Desirable:**

* The ability to work on multiple tasks while maintaining attention to detail (A, I & T).

**Knowledge & Attributes**

**Essential**

* A general understanding of UK public policy making and government processes (A & I).
* An awareness of the impact of messaging on different audiences and able to reflect this in written content. (A, I & T)
* A flexible approach to work and a can-do attitude (A & I).
* In agreement with BDF’s mission and supportive of BDF’s values (A & I).

**Desirable**

* Interest in disability inclusion (A & I).
* Excellent at building rapport and developing good working relationships (A & I).
* Keen to work as part of an enthusiastic team (A & I).
* Knowledge of wider diversity and equalities legislation and policy (A, I & T).
* Motivated, hardworking, and enthusiastic self-starter (A & I).
* Creative thinking capability and the confidence to input with own ideas (A & I).
* A creative problem solver (A & I).
* Understanding of the principles of accessible and inclusive communication (A, I & T)

**Equal opportunities**

We are committed to becoming disability-smart and an employer of choice irrespective of race (which includes colour, nationality and ethnic or national origins), sex, sexual orientation, gender reassignment, religion or belief, marital or civil partnership status, age, disability, or pregnancy and maternity. The ethical and business case of ensuring that our workforce is representative of wider society is at the heart of what we do.

**When we are recruiting, disabled candidates who meet all of the essential criteria will be offered an interview.**

**General terms and conditions of employment**

**Based:**

* Office or hybrid working.
* Business Disability Forum, 5th Floor Dowgate Hill House
14-16 Dowgate Hill, London EC4R 2SU

**Hours:**

35 hours a week preferred (but open to 28 hours/0.8 Full Time Equivalent a week, worked over 4 days, which must include Mondays and Fridays). Working hours are 9 am – 5pm although we have a flexible approach to service delivery and are happy to discuss flexible working options with suitable candidates.

**Length of contract:**

Permanent contract.

**Salary:**

£33,500 pro rata pa + benefits

**Probationary period:**

Three months.

**Annual leave:**

Full time equivalent is 25 days per annum plus statutory and bank holidays (usually 33 days in total).

**After 3 months:**

* Workplace Pension Scheme 8% of gross salary.
* Permanent Health Insurance.
* Group Death in Service (Life Assurance 3 x Annual Salary).
* Private Medical Scheme.
* Employee Assistance Programme.
* Interest free season ticket loan.

**Accessibility statement**

Business Disability Forum is committed to ensuring that all its information, products and services are as accessible as possible to everyone.

If you wish to discuss anything in regards to accessibility or if you require alternative formats please contact Barnaby Powell:

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