



Role Profile

Job Title: Press Officer
Reports to: Senior Press Manager

Overall Aim:

To initiate and run core activities of the Science Media Centre, including being first line of response for media enquiries, producing Round-Ups and Rapid Reactions and running press briefings.

Overall responsibility for maintaining and developing relationships with science press officers.

Key Responsibilities

1. Initiating and running the Centre's core activities – including Rapid Reactions to breaking stories, Round-Up releases and regular press briefings.
2. Acting as first of port of call for handling media enquiries.
3. Being the SMC's key representative for science press officers, identifying key press officers around the UK and establishing and maintaining relationships.
4. Writing monthly reports for external press officers on SMC activities.
5. Monitoring science coverage on a daily basis and alerting the team to key articles and trends.
6. Taking a lead on organising SMC events (such as Introduction to the News Media).
7. Generating and implementing new activities aimed at achieving the SMC's goals (such as brainstorming with scientists on key subjects).
8. Building relationships with scientists and other experts to advise, encourage and support them to engage with the news media; recruiting experts to join the SMC's database.

9. Developing and maintaining good working relationships with journalists.
10. Acting as a spokesperson for the SMC and as an expert on science in the media.
11. Representing the SMC at speaking engagements and official visits to institutions.
12. To participate in out-of-hours media work as and when required, on a shared basis with other members of staff.
13. Any other tasks that reasonably fall into the remit of the Press Officer role.

Please also be aware of and follow the Science Media Centre's policies and procedures, with particular attention to health and safety, equality and diversity and client service excellence.

To further your development and knowledge you will be expected to attend training as necessary.

The Science Media Centre reserves the right to amend this role profile as necessary, after consultation with the post holder, to reflect changes in or to the job.

Role Experience, Knowledge and Skills Profile

	Essential	Desirable
Experience	<ul style="list-style-type: none"> Some experience of a busy science press office or similar environment 	<ul style="list-style-type: none"> At least one year's experience in a busy science press office or similar environment Experience of public speaking to large audiences Experience of simplifying complex scientific information for a lay audience
Knowledge & qualifications	<ul style="list-style-type: none"> A science degree A proven interest in science and the media 	<ul style="list-style-type: none"> Postgraduate qualification in science or science communication
Skills	<ul style="list-style-type: none"> Excellent communication skills Excellent IT skills Excellent time management and organisational skills Ability to work under pressure in an extremely busy environment Ability to handle high profile controversial and sensitive information with discretion and diplomacy Ability to multi-task Ability to work on own initiative 	
Personal style and behaviour	<ul style="list-style-type: none"> Personal commitment to the values, vision and objectives of the Science Media Centre 	
Other requirements	<ul style="list-style-type: none"> Commitment to quality and best practice in all aspects of the Science Media Centre's operations Evidenced commitment to equality and diversity 	

Issued on behalf of the Science Media Centre

This job description has been read and understood by me.

Signed:

Signed:

Name (Please print):

Name (Please print):

Date:

Date: