



## Role Profile

**Job Title:** Senior Press Officer, maternity cover (10 months, fixed term)  
**Reports to:** Senior Press Manager

---

### Overall Aims:

- To initiate and run core activities of the Science Media Centre, including responding to media enquiries, producing Round-Ups and Rapid Reactions and running press briefings.
  - To lead the Centre's media work on mental health and neuroscience, including ADHD and autism, depression and mental health, and dementia and Alzheimer's.
  - Senior responsibility for the Centre's press work and maintaining and developing relationships with related experts and press officers.
- 

### Key Responsibilities:

1. Senior responsibility for developing the Centre's capacity to respond to major stories.
2. Initiating and running the Centre's core activities – including Rapid Reactions, Round-Up releases, regular press briefings and responding to media enquiries.
3. Developing and maintaining good working relationships with the news media, facilitating the effective handling of media enquiries.
4. Leading the Centre's media work on and becoming expert within the SMC on mental health and neuroscience news stories, informing the team of important information and acting as first point of contact.
5. Building relationships with experts to advise, encourage and support them to engage with the news media; recruiting experts to join the SMC's database.
6. Acting as a spokesperson for the SMC and as an expert on science in the media.

7. Leading on additional events (such as brainstorming with scientists on media hot topics).
8. Generating and implementing new activities aimed at achieving the SMC's goals.
9. Representing the SMC at speaking engagements and official visits to institutions.
10. Providing support and guidance to SMC press officers.
11. Participating in out-of-hours media work as and when required, on a shared basis with other members of staff.
12. Any other tasks that reasonably fall into the remit of the Senior 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

[E] = Essential

[D] = Desirable

### Experience

- At least two years' experience in a busy science press office or similar environment [E]
- Experience of public speaking to large audiences [D]
- Experience of simplifying complex scientific information for a lay audience [D]

### Knowledge & qualifications

- A science degree [E]
- A proven interest in and broad knowledge of science and the way it is covered in the news media [E]
- A proven understanding of the UK national news [E]
- Postgraduate qualification in science or science communication [D]

### Skills

- Excellent communication skills [E]
- Excellent IT skills [E]
- Excellent time management and organisational skills [E]
- Ability to work under pressure in an extremely busy environment [E]
- Ability to deal with conflict when it arises [E]
- Ability to handle high profile controversial and sensitive information with discretion and diplomacy [E]
- Ability to multi-task [E]
- Ability to work on own initiative [E]

### Personal style and behaviour

- Personal commitment to the values, vision and objectives of the Science Media Centre [E]
- Commitment to quality and best practice in all aspects of the Science Media Centre's operations [E]