



Job Description

Job Title:	Press Officer
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Line Manager Title:	Director of Tourism
Salary:	Circa £25,000 Initial fixed term contract to June 2018

1. Duties/Responsibilities	Estimated time
<p>Media Relations:</p> <ul style="list-style-type: none"> To help devise and implement proactive PR campaigns in support of Marketing Cheshire's business plan with a focus on tourism; providing creative input and ideas and conducting research as required To draft media materials and statements; organising media interviews and interview briefing materials To build and maintain relationships with key journalists, partners, stakeholders and external agencies, including proactively creating and managing media lists To pitch media campaigns, stories and interviews to domestic and international journalists To identify opportunities to commercialise our PR services, including the delivery of PR support and services for MC Clients To facilitate press trips and host media visits as required To act as on duty / out of hours press officer where necessary in support of the CEO and Director of Tourism To support wider marketing, tourism, digital and events colleagues as required 	60%
<p>Social Media:</p> <ul style="list-style-type: none"> Utilising specialist knowledge, contribute to the development of Marketing Cheshire's social media strategy Support the implementation of MC's programme of content for social media to meet the organisation's promotional and brand objectives Help monitor and measure the impact of the organisation's social media activity 	20%
<p>Administration:</p> <ul style="list-style-type: none"> Monitor and manage press coverage and compile coverage reports for high profile projects Review media lists and ensure they are up to date Compile e-newsletters 	20%

2. Skills needed to perform this role satisfactorily

- Excellent communication skills – verbal & written – with the ability to engage confidently with journalists
- Digital skills, including an understanding and effective experience of using social media platforms
- Excellent interpersonal and negotiating skills
- Strong organisational and time management skills
- Ability to work effectively as part of a high performing team
- Articulate, dynamic, self-motivated and enthusiastic
- An effective and persuasive communicator
- The ability to work under pressure and take initiative
- Passionate about Cheshire

3. Experience Required

1. Solid experience gained in either a busy press office / media relations team, ideally within a destination management organisation
2. Sound knowledge and understanding of the domestic and international media environment
3. Ability to build and maintain a network of media contacts
4. An understanding of the issues facing the tourism sector
5. Knowledge of Cheshire and Chester, and the key assets relevant to a potential visitor
6. Experience of building effective relationships at all levels and managing complex stakeholder relationships