

Job title	Communications Advisor (Celebrity Liaison Manager, BBC Children in Need)		
Job family	External Communications	Band	C

Job purpose

To deliver a programme of corporate communication to key opinion-formers and stakeholders. Helps to identify and maximise opportunities to promote an understanding and approval of the BBC's purpose and achievements as a major public and cultural organisation.

- Key responsibilities and accountabilities**
- Undertake the drafting of communications (i.e. briefings, AV materials, key messages, etc.) tailored to a wide range of communication channels and audiences, acting as a day to day link within the central corporate hub and teams.
 - You'll be a specialist in your area, able to provide advice, use your initiative and generate your own ideas to get important messages across.
 - Capture information and feedback from internal and external contacts relating to communication campaigns or general communications.
 - Research and organise corporate/press/public facing events and activities, including responsibility for producing and managing small to large scale events (i.e. researching guest lists and venues, guest liaison, writing briefings, risk assessments, coordinating brand assets, using social media at events when appropriate) and leading on creative and sourcing materials.
 - Maintaining and refreshing databases of opinion-formers, getting feedback from events and establishing regular communication between the BBC and them; producing and distributing newsletters to opinion-formers from senior stakeholders in the regions.
 - Translate complex data into easy to understand material for presentation or communications.
 - To work flexibly as a member of the designated communications team, supporting the delivery of mutual objectives and assuming additional project responsibility as necessary.
 - Ensure centrally held data is accurate and complete, regularly updating database to ensure compliance with the BBC's data protection policy.
 - Monitor any incoming enquiries to central inbox(s), responding to and fielding enquiries where appropriate, referring sensitive materials to the appropriate level/contact.
 - Providing administration assistance to team as required.
 - Support the running of social media channels and assist with the production of assets for use online and in social media.

- Knowledge, skills, training and experience**
- Essential**
- Strong background in organising events of varying sizes and for different audiences
 - Relevant experience of drafting communications (i.e. speeches, articles and other forms of communication) for senior executives, for publication by a wide range of outlets to short notice and tight deadlines.
 - Computer literate with strong office skills including the ability to examine and interpret complex data, including financial data, and translate into easy to understand materials.
 - Experience of producing concise and well-crafted written briefs and presentations using a wide range of media.
 - Highly organised and focused with good attention to detail.

- Able to work on own initiative and forge strong links with key internal teams and stakeholders.
- Excellent social skills, both face-to-face and on the phone.
- A comprehensive understanding of the Data Protection Act.
- A good working knowledge and use of social media for promoting content and news stories.

Job impact

Decision Making

Scope

APPENDIX

Communications Advisor (Celebrity Liaison Manager, BBC Children in Need)

KEY ACCOUNTABILITIES

- To manage the charity's portfolio of high profile supporters and develop meaningful long term relationships to deliver year round support for the charity, as well as for the annual Appeal.
- To identify, recruit and manage celebrities and high profile ambassadors to support BBC Children in Need through a programme of events, interviews, photo shoots, fundraising activities and project visits.
- To deliver a plan of activity that will secure press coverage and digital media content, drive awareness, meet partner expectations and support revenue targets.

KEY OUTPUTS

- To manage the BBC Children in Need network of celebrity supporters, working alongside the PR team to drive awareness of BBC Children in Need and the issues it seeks to address.
- To work alongside the PR team to cultivate key individuals as 'spokespeople' on behalf of the charity and key issues, utilising their popularity and profile to secure additional promotional opportunities for BBC Children in Need.
- Develop and implement plans for recruiting and managing celebrities and high profile ambassadors to support fundraising activity, attract public interaction with BBC Children in Need and ensure the public has an understanding of where the funds are distributed.
- Service key partnerships across the charity from principal corporate partners to key partnerships across the BBC.
- Strategically manage the charity's celebrity portfolio to ensure it is reflective of key audiences.
- To manage several projects across a range of subjects at a given time, working with a diverse range of people to achieve a shared end goal.

REQUIRED KNOWLEDGE AND EXPERTISE

- Experience of securing celebrity support for a variety of campaigns, events and activities, including on behalf of a charity and/or good causes.
- Track record of building and sustaining productive relationships with celebrities and their agents.

- Excellent knowledge of established and up-and-coming talent, with the ability to identify celebrities who align well with the charity’s work and with our partners .
- Excellent contacts with agents, publicists and celebrities.
- Experience of briefing and supporting celebrities at a range of events such as filming/photography shoots, press events or visits, ensuring everything is in place for these activities to run effectively.
- Experience of managing a celebrity liaison or ambassador relations function in a charity environment is highly desirable.
- Strong persuasion, influencing and negotiating skills.
- Strong time management and organisational skills.

Other information	
For Reward team use only	
Job Code	
Definition:	Support

This job description is a written statement of the essential characteristics of the job, with its principal accountabilities, incorporating a note of the skills, knowledge and experience required for a satisfactory level of performance. This is not intended to be a complete, detailed account of all aspects of the duties involved.