

Communications Officer**Purpose of the role**

The Communications Officer will support the teams work across all genres and titles managing title publicity as directed by the genre leads for Scripted, Factual and Factual Entertainment. They will also be responsible for managing internal communications for the Brands and Content Partnerships divisions at BBC Studios.

Accountabilities

Executes the agreed PR campaigns for, and protects the reputation of, BBC Studios Brands and Content partnerships businesses externally and internally as directed by (Comms Manager)

Creates press materials for launches, announcements, conferences, events etc across all major brands and content.

Arranges conference appearances and speaker events for BBC Studios executives, drafting briefing notes, managing exec and talent schedules for these events and supervising media briefings

Ensures all third party press materials relating to BBC Studios Brands & Content undergo the appropriate approvals processes before being issued.

Receives, filters and responds to all initial incoming press enquiries, both domestic and international, ensuring responses are accurate and meet media deadlines.

Coordinates with creative and 'front of camera' talent requests for key brands and programmes to support international press requests, campaigns, events and other press duties. Where appropriate and required, accompany talent.

Supports the co-ordination and execution of the communications strategy for international content campaigns by the respective Comms teams across all regions.

Co-ordinates and executes where appropriate announcements regarding BBC Studios UK indie relationships, co-production PR relationships and requirements with key partners, and communications around LA Productions sold to global clients.

Where applicable, liaise with external PR agencies and PR consultants in market to set objectives and ensure campaigns are on track.

Supports senior team to deliver high quality external coverage and internal communications activity.

Develop and maintain relationships with key journalists, bookers, bloggers and influencers.

Identify crises and helps manage issues, prepare key messages, background briefing points, Q&As and LAEs – and elevates to senior Comms team members if necessary.

Researches media opportunities relevant to our brands and senior people.

Scope & Impact

- Expected to take ownership of the day to day running of their campaigns
- Expected to develop an expertise within key genres and manage the stakeholder network (both internal and external) across their genres
- Expected to deliver campaigns to the agreed budget
- Key measures – Devising and executing PR campaigns to support business goals. Handling and escalating crisis management.

Strategic Planning & Decision Making

- Works with senior managers and Head of Comms to develop strategic plans to support growth of BBC Studios Brands and Content businesses globally.

Relationships

- Daily with the Communications Manager and publicity genre leads
- Weekly/daily with international offices (if applicable)
- Daily with the Senior managers within the business
- Weekly with the PR agencies/PR consultants (if applicable)
- Daily with Comms colleagues across the business including those in corporate comms, brands, content & digital
- Regular contact with the BBC corporate press office as necessary

Knowledge & Skills

- Excellent communicator with ability to build relationships and communicate clearly internally and externally
- Excellent written and oral communication
- Ability to prioritise, multi-task and work to deadline in a fast-moving environment
- Ability to work calmly under pressure
- Motivated and proactive personality
- Knowledge of a foreign language(s) an advantage but not essential

Professional Experience

- Experience of handling major media PR campaigns and/or product based publicity ideally in a media/broadcast environment
- Experience working with agents and talent
- Good media contacts