

Job title	Publicist		
Job family	Communications	Grade	7

Job purpose

Responsible for managing publicity campaigns within their genre and area, including programme publicity, interactive content and issues management.

Key responsibilities and accountabilities

To:

- Lead and take full responsibility for communications campaigns
- Create and implement comprehensive programme and service communications strategies
- Generate innovative ways of increasing favourable media coverage and raising the profile of specific output/service.
- Anticipate and manage issues with potentially negative impact and handling reactive issues as required
- Write clear concise media information for programming/services and associated online and interactive content.
- Manage relationships with a wide range of stakeholders.
- Establish and maintain a network of contacts with the media, national and regional newspapers and magazines, websites, TV, radio and online outlets.
- Evaluate work, collecting and analysing evidence to assess impact of communications work and sharing lessons with wider team.
- Co-ordinate press conferences/screenings/launches and briefings, previews, handling requests for interviews and when needed, face to face audience engagement/activity (audience facing events/activity)
- Generate assets for use online and social media and contribute to the running of social media accounts.

Knowledge, skills, training and experience

Essential

- Proven track record in all publicity, public relations or journalism
- Good understanding of the media environment (including social media) and the news gathering process across radio, television, print and online.
- Excellent news sense with the ability to write crisp, clear and lively copy, which stimulates both the media and public interest.
- Excellent and proven creativity in campaigns and evidence of trying out new ideas and approaches to reach audiences.
- A level of interpersonal skills sufficient to enable the post holder to establish and maintain credibility and effective working relationships with a wide range of contacts at different levels.
- Able to demonstrate knowledge and awareness of all media outlets and the social media landscape
- Excellent media contacts and knowledge and understanding of online/social media opportunities for a publicity campaign.
- Proven organisational and planning skills – managing multiple campaigns, organizing and delivering events, managing crises

JOB DESCRIPTION



Desirable

- Ability to create, edit and produce digital assets for social media.
- An understanding and working knowledge of the broadcasting industry.
- A demonstrable interest in the genre/service (see appendix)

Job impact

No line management responsibility

Manage given budgets for campaigns where applicable

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.

Appendix

There may be sub-sets of the generic job described above which require additional technical skills. This appendix to the generic job description can be developed to cover such situations.

Division	Communications
Reports to (Team Manager's title)	Emma D Almeida
Location base	NBH London

Additional job specific responsibilities and accountabilities

- Proven track record of working on strategic broadcast publicity campaigns
- Excellent national media contacts
- Knowledge of and passion for the BBC's Factual output

Approval

Manager	Emma D Almeida
HR Business Partner	
Date	12/01/2018