**Press Officer**

The Press Officer will deliver a pro-active, high impact and responsive press office, successfully securing coverage and raising the profile of EngineeringUK and its programmes and products. Reporting to the Head of Communications, you will work with internal and external/agency colleagues to identify ways to maximise media coverage and other profile-raising opportunities and reinforce clear, consistent messaging. You will play a key role in delivering one of the core pillars of the 2018-23 strategy: establishing EngineeringUK as a recognised, trusted voice and thought leader by government, employers and professional institutions, on the engineering labour market, talent pipeline, and best approaches to engage young people.

**Key activities:**

* Developing an understanding of and expertise in EngineeringUK programmes and identifying proactive and reactive opportunities to share stories about who we are, what we do and why
* Securing media coverage, including interviews and op eds, across all target media
	+ Developing and delivering a cross-programme media plan across the full range of available channels
	+ Generating news in line with EngineeringUK and external (seasonal) milestones (e.g. exam results) coupled with reaction to the news agenda
	+ Selling-in stories
	+ Working with agency colleagues to support campaign sell-ins
* Writing press releases, reactive statements, news articles and editorial copy
	+ Drafting programme and product-related releases
	+ Drafting reactive statements, spokesperson quotes and endorsements
	+ Writing internal news articles, blogs and newsletters
	+ Writing editorial and sharable copy
* Supporting agency delivery of national PR campaigns - The Big Bang Fair and Tomorrow’s Engineers Week
	+ Leveraging networks and contacts to maximise media coverage
	+ Ensuring campaign releases are on brand and on message
* Pro-active and responsive press office
	+ Identifying media and spokesperson opportunities
	+ Responding to incoming media enquiries, acting as spokesperson
* Developing relationships with media
	+ Developing and maintaining relationships with national media including education/ careers, business and technology correspondents
	+ Developing and maintaining relationships with engineering trade media and STEM correspondents
	+ Optimising existing contacts and networking opportunities
* Supporting message development and delivery tools
	+ Drafting and developing messaging for different audiences
	+ Creating presentations and soundbites for internal circulation
* Briefing and mobilising spokespeople
	+ Briefing speakers, drafting speaker notes and presentation messaging
	+ Identifying and managing speaker opportunities
* Monitoring, evaluating and reporting media coverage
	+ Managing media monitoring account and associated reporting
	+ Regular reporting and analysis of coverage
	+ Internal circulation of coverage highlights
* Undertake other tasks or duties as directed and required by the Communications team
* Work in line with EngineeringUK’s Quality Management System (QMS)
* Comply with EngineeringUK’s data protection policies at all times

The person:

**Essential**

* Direct experience of securing regular national and regional media coverage with established media contacts
* Excellent understanding of media relations
* Experience of delivering PR campaigns (in-house or agency side)
* Confident, persuasive communicator and copywriter
* Excellent organisational skills and attention to detail
* Self-starter with real ‘can-do’ and pro-active attitude
* Energetic, resilient and resourceful team player
* Enthusiasm for the media and current affairs
* Excellent interpersonal skills, working with a wide range of internal and external stakeholders
* Ability to fully engage with EngineeringUK values and be committed to achieving the organisation’s goals

**Desirable**

* Established contacts with engineering trade and/or education media
* Experience of working on a science, technology, engineering and mathematics (STEM) campaigns
* Experience of working on skills/education related issues

[www.engineeringuk.com](http://www.engineeringuk.com)

[www.thebigbangfair.co.uk](http://www.thebigbangfair.co.uk)

[www.tomorrowsengineers.org.uk](http://www.tomorrowsengineers.org.uk)