



# BRITISH ECOLOGICAL SOCIETY

## Media Relations Officer Job Description

<b>Job Title</b>	Media Relations Officer
<b>Reports to</b>	External Affairs Manager
<b>Purpose</b>	Raise the profile of the British Ecological Society, the work of ecologists and the relevance of ecological science national and international media.

### Key Responsibilities

- **General press and media duties**
  - Work across BES teams to identify strong stories and engage national, international and scientific media
  - Write and distribute media releases, briefings and other relevant materials on new findings in our scientific journals, and stories arising from our events, research funding, policy and public engagement work and other BES activities
  - Proactively pitch story ideas to media outlets and, on occasion, assist in the organisation of media events such as press conferences and photo opportunities
  - Run the news and opinion section of our website, posting stories and releases in a timely way
  - Ensure stories from our journals and about the Society are communicated through multiple channels (including website, social media, newsletters, membership magazine) and gain maximum reach among our members, the wider ecological community and other key audiences
  - Provide occasional out-of-hours cover
- **Building and using networks**
  - Build and maintain productive relationships with key media contacts
  - Work with journal editors to grow media output across our journal portfolio
  - Develop and manage relationships with media offices at universities, other societies and organisations like the Science Media Centre to increase the reach and impact of stories in ecology
  - Respond to enquiries from media and identify experts for comment in a timely manner, liaising with colleagues, partners and key spokespeople
  - Deliver media training for ecologists
  - Support and prepare BES spokespeople, members and journal authors for media interviews
  - Liaise with authors, presenters and other stakeholders to ensure that maximum coverage is achieved for any press releases
- **Maintaining best practice**
  - Work within the wider BES communications strategy
  - Input into, implement and evaluate the BES media relations strategy
  - Monitor media coverage, analyse activity and report on effectiveness of our work in raising awareness and our profile
  - Input into the Society's reputation management and crisis communications preparation and responses

*This job description should be taken as a general guide and the BES reserves the right to update and amend it in keeping with operational requirements, which may change from time to time.*