

Job Description

<i>Job Title:</i>	Senior Media Officer		
<i>Department</i>	Public Affairs, Policy and Media	<i>Reporting to:</i>	Media Relations Manager
<i>Payroll Department</i>	HOR-LOB		
<i>People Responsibilities:</i>	None		

Main Purpose of Role:

As a senior media officer, your primary responsibility is to champion the Horticultural Trades Association (HTA) and its membership by providing effective media relations as part of the press office function. In this capacity, you will support the HTA in delivering professional, precise, and influential messaging across its various campaigns and programmes of work.

Working alongside the Media Relations Manager, you will lead in growing our profile and reputation as the leading trade voice of environmental horticulture and the UK garden and green space industry. You will be confident in influencing key stakeholders and public opinion whilst protecting and enhancing the HTA's reputation.

In collaboration with colleagues across the Association, our members and partner organisations, you will be expected to meet both individual and team objectives aligned with the HTA's strategic aims.

Using a media analytics platform, you will help establish a media monitoring and reporting function to evaluate media activity, analysing the data to advise on approach and strategy for enhancing the HTA's media presence and impact.

To excel in this role, you'll thrive on managing multiple projects simultaneously, collaborating with colleagues across various specialisms, and being instinctively comfortable with multiple communication channels and audiences. Your keen eye for detail and proactive approach will be invaluable in achieving the objectives of the role.

Role Responsibilities:

Media Office Functioning and Delivery:

- Assist the Media Relations Manager in managing and developing the Media Office – a relatively new function within the Public Affairs, Policy, and Media Team.
- Prioritise and handle press inquiries promptly and effectively, both proactively and reactively.

Proactive Media Relations:

- Monitor the news agenda to identify opportunities for proactive media engagement.
- Work with the media relations manager and other team members to strategically place high-impact media activities aligned with the HTA's strategy.
- Support the dissemination of news and announcements related to policy communications across various channels.

Content Creation and Distribution:

- Craft impactful and accurate press releases and provide other media content as required.
- Actively pitch stories, media comments, features, and letters to media outlets, often adhering to tight deadlines.
- Collaborate with the Marketing Team on news updates and social media communications.

Media Monitoring and Reporting:

- Conduct daily media monitoring and report on relevant items.
- Maintain a log of media activities for reference and analysis.

Building Media Relationships:

- Identify, develop, and nurture relationships with national and trade journalists, producers, and broadcasters to enhance positive coverage for the HTA and industry coverage.

Member Engagement and Case Studies:

- Engage with members, including site visits, to gain insights into their businesses, informing communication strategies.
- Identify and compile a library of case studies to support key campaigns.

Data Management and Compliance:

- Record member interactions and maintain updated records in the CRM database.
- Adhere to organisational processes and procedures to meet member expectations and service level agreements.
- Manage and protect member and customer information in compliance with HTA policy and General Data Protection Regulations (GDPR).

Other Duties:

- Undertaking such other duties commensurate with the responsibilities above, as may be required by members of the HTA management team from time to time.

Person Specification

Essential Skills and Qualifications:

- Proven experience as a media officer or senior PR executive, adept at pitching stories and handling journalist inquiries.
- Exceptional communication and networking skills, with a track record of building effective relationships and influencing stakeholders.
- A demonstrated ability to develop and evaluate media plans, securing targeted coverage

across various outlets.

- Experience navigating high-pressure media situations, with strong prioritisation skills and the ability to work effectively under tight deadlines.
- Proficiency in persuasive writing and utilising various communication techniques to convey the HTA's key messages to diverse audiences.
- High standard of written English and the ability to prepare accurate material for journalists and internal documents.
- Expertise in traditional, digital, and social media communications; proficient in using various digital platforms (including social media) to enhance awareness and engagement.
- Strong multitasking abilities and a collaborative spirit, essential for thriving in our tight-knit team.
- Proven ability to take ownership of tasks and demonstrate initiative, particularly when working independently in the absence of a manager.
- Previous experience using a media database and distribution platform.

Desirable Knowledge, Skills, and Experience:

- CIPR or equivalent qualification.
- Previous experience within an in-house press office setting.
- Previous experience within horticulture or related industries.
- Enthusiasm for gardens, gardening, and contributing positively to the outdoor environment.
- Interest in current affairs, reputational, legislative, and regulatory issues impacting the garden industry.

Our Values:

Collaboration

Approachable, responsive and helpful, nothing is too much trouble. Enthusiastic, self-motivated and confident with a 'can do' attitude.

Integrity

Demonstrate honesty, trust, openness and respect when liaising with people. Treat everyone as an individual and be responsive to their needs.

Innovation

Keen to develop and learn new skills. Welcomes change, is flexible and can adapt and deal with various demands. Pro-active, open to new ideas and encouraging of ways to continually improve.

Influence

A good communicator who listens and is able to express themselves clearly. A professional and informed approach to our members and customers. Providing specialist knowledge leading to a fulfilling experience