

Senior Media Officer (Fixed Term Contract)

Role Profile

Role Title	Senior Media Officer (Fixed Term Contract)
Department	Media Team / Policy & Public Affairs
Reports to	Media Relations Manager
Location	Office based hybrid (Oxfordshire or London base – will require travel)
Hours/week	Full time (35 hours/week)
Status	Fixed-Term Contract (6 – 8 months) with the opportunity to become permanent
Role purpose	To provide effective proactive and responsive media relations, to positively influence the perception of the sector, HTA reputation and key policy agenda of relevance to UK environmental horticulture
Line management:	N/A
Key areas of responsibility	<ol style="list-style-type: none"> 1. Media relations (press office) processes 2. Media planning, monitoring, briefing and advice 3. Stakeholder engagement 4. Contribute to strategic KPIs
Key stakeholders	<ul style="list-style-type: none"> • Media, communications & marketing, policy & public affairs and CEO • HTA members • Media/journalists
Key performance indicators	<ul style="list-style-type: none"> • To contribute to the delivery of the KPIs associated with share of voice in our GROW 26 strategy • Proactive delivery of media work and advice to stakeholders • Growth of media contacts and coverage • Responsive, high-quality, accurate and timely delivery • Positive team player • Professional and collaborative stakeholder engagement • Flexible, proactive, driven and analytical approach • Role models our organisational values (Collaboration, Integrity, Innovation & Influence) • Compliance with team and company policies and processes (e.g. GDPR and NLA)

HTA Core Purpose

We help our members to flourish.

HTA Mission Statement

On behalf of our members we promote, support and nurture our industry to ensure a robust and sustainable future. Our aim is to recruit and retain people with the behaviours that support our mission and who will grow with us and achieve more.

Our Values

Our culture is centred on our 4 organisational values. They underpin everything we do at the HTA.

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 informed approach to our members and customers. Providing specialist knowledge leading fulfilling experience.

1 Media relations (press office) processes

- Adhere to effective, efficient, responsive (incl. proactive and reactive) and best practice media relations (press office) processes
- Ensure monitoring services, cuttings/reporting, media platform(s), key subscriptions and trackers are regularly monitored, accurate and up to date
- Deliver regular internal media reporting, monitoring and campaign updates (incl. to members)
- Comply with legal and media licencing requirements

2 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, digital media and other communications.
- Lead and advise on channel strategy and content for Policy and Public Affairs issues.

3 Media planning, briefing and advice

- Fully contribute to a media plan that promotes UK environmental horticulture/HTA members, the HTA and its key campaigns/objectives
- Actively identify stories/news/features and turn complex issues into compelling stories to pitch to journalists/titles and reactive statements, ensuring all responses meet deadlines
- Take a strategic approach to communications planning, working with teams across the HTA, especially the Marketing & Communications team, to ensure alignment across our external communications and our owned channels
- Source, generate and post timely and topical social/digital content reacting to the external news environment and/or relevant policy issues
- Provide expert, trusted advice and support to media spokespeople, including written and verbal briefings

4 Stakeholder engagement and management

- Identify and establish strong, effective, influential and collaborative stakeholder relationships for the HTA with key journalists, media contacts and other relevant organisations
- Work collaboratively with HTA colleagues on member engagement as required
- Actively lead and/or support the organisation of press conferences, events, meetings, groups as required
- Support member media training and briefings

5 Contribute to strategic KPIs

- Work with the Media Relations Manager to support member-value-driven KPIs, objectives, business plans and budgets
- Monitor and report as required on key KPIs, media team activity and associated detail

Essential Qualifications, Experience & Skills

- 3-5 years' proven media relations/press office experience encompassing media relations, communication, PR and content/editorial.
- 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 a busy press function, 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
- Proven ability to take ownership of tasks and demonstrate initiative
- Previous experience using a media database and distribution platform.
- Degree level qualification, IT literate, willingness to travel and attend events outside of office and office hours. In the future, if required, this may include, a press office rota.

Desirable Qualifications, Experience and Skills

- Journalism, CIPR or equivalent qualifications
- Previous experience within an in-house press office setting.
- Enthusiasm for gardens, gardening, and contributing positively to the outdoor environment.
- Interest in current affairs, reputational, legislative, and regulatory issues impacting the garden industry.
- Previous working knowledge of trades associations, horticulture or relevant sectors

Behavioural competencies

- Collaborative team player, professional and approachable.
- Responsible and flexible, positive attitude and problem-solving/continuous improvement approach.
- Drive and commitment to delivery.
- Strong member focus.
- Able to effectively engage and build effective relationships with colleagues across the organisation and external stakeholders.