

<b>JOB DESCRIPTION</b>	
<b>SUMMARY INFORMATION</b>	
<b>Job Title:</b>	Media Officer
<b>Department:</b>	External Relations
<b>Contract Type:</b>	Permanent
<b>Job Purpose:</b>	Manages media relations and develops and maintains the CWGC's reputation and public profile in a positive light
<b>Job Band:</b>	D1
<b>Reports to:</b>	Media & PR Executive
<b>Direct Reports:</b>	None
<b>Other Key Contacts:</b>	<ul style="list-style-type: none"> <li>• Directors</li> <li>• External Stakeholders, including National and International media</li> <li>• Member Governments</li> </ul>
<b>Financial Responsibilities:</b>	As delegated
<b>Location:</b>	Office based - primarily in Maidenhead, UK, with the flexibility for some home working
<b>Working hours:</b>	37 hours per week. There will be occasions where you will be required to work out of hours for events, projects and Commission activities, predominantly evenings, with days occasionally falling at the weekend. Time off in lieu may be granted for overtime worked.
<b>Travel:</b> <i>(when travel restrictions are lifted)</i>	Must be willing to travel within the UK and overseas, sometimes at short notice. Valid passport, full UK car driving licence required. Ability to drive in Europe desirable.
<b>Right to work:</b>	Must have the right to work in the UK

### **COMMISSION BACKGROUND**

The Commonwealth War Graves Commission (CWGC) honours and cares for the men and women of the Commonwealth forces who died in the First and Second World Wars, ensuring they will never be forgotten. Funded by six Member Governments, our work began with building, and now maintaining, cemeteries at 23,000 locations all over the world. Today, over a century after we first began, our work continues through our staff, supporters and volunteers who preserve our unique cultural, horticultural and architectural heritage and ensure that the stories of those who died are told.



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The Commonwealth War Graves Foundation, (CWGF), is the charitable arm of the Commonwealth War Graves Commission (CWGC). The CWGF highlights the work of the CWGC by engaging people, especially the young, raising funds to deliver a diverse range of projects, events and public engagement programmes which tell the inspiring stories of the men and women who died across the globe while fighting in the two world wars and by showcasing the history and work of the CWGC today.

### KEY RESPONSIBILITIES and ACCOUNTABILITIES OF THE ROLE

#### General

- Implement external communications strategies that meet the objectives of the CWGC & CWGF Strategic Plans
- Increase brand awareness and profile of CWGC and CWGF through sustained, positive media coverage
- Plan and implement integrated creative communications activity, developing campaigns and stories which connect with audiences and achieve high quality and meaningful media coverage
- Collaborate closely with colleagues from the Marketing, Communications and Digital teams to produce communications plans for specified projects
- Develop strong working relationships across the Organisation offering advice and consultation on communications activity and issues
- Manage, monitor and evaluate multiple media projects in line with the Strategic Plans
- Support the development and delivery of tactical communications campaigns that support the CWGF financial and supporter targets
- Support the development and delivery of digital and social media communications content as part of the wider campaign plan
- Ensure effective monitoring and evaluation is built into communications activity
- Manage external PR agencies in global areas, with an understanding of global issues and potential impacts on the Organisation
- Successfully organise PR events and press briefings
- Act as an advocate on behalf of CWGC representing the Organisation at external events and developing relationships with partners and stakeholders
- Create a positive media profile and develop key relationships with media in Member Government Countries and across the Organisation's Areas
- Support and manage external PR agencies in global areas
- Manage communications resources in line with agreed budgets, KPIs and objectives

#### Job Functional Knowledge

- Experience working in a media relations role, with a broad understanding of current media landscape and an aptitude to identify trends

#### Business Expertise

- Talented Media professional with specialist knowledge of current and historic global issues, underpinned by a broad understanding and knowledge of the history of both World Wars and how this will impact the Organisation's media strategy

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### Leadership

- No direct leadership responsibilities

### Problem Solving

- Vigilant and watchful of situations, with a sharp intuition to pre-empt problems and/or crisis situations in an analytical and proactive manner to positively create solutions.

### Nature of Impact

- Role impacts the perception, understanding and reputation of the global Organisation, through offering advice and consultation on communications activity and issues

### Area of Impact

- Positive perception of the Organisation to outside audiences and stakeholders has large impact across all departments and areas within the global operation

### Interpersonal Skills

- Develop strong working relationships across the Organisation, offering advice and consultation on communications activity and issues
- Creative, sensitive and adept at developing meaningful relationship with the media and PR agencies

<b>PERSON SPECIFICATION</b>
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### Education and Knowledge

#### Essential

- Educated to degree level or equivalent, ideally in a Marketing related subject
- Broad understanding of current media landscape and an aptitude to identify trends
- Good understanding of global issues and the potential impacts on an organisation
- Strong understanding of managing sensitive and complex communications messages
- Measuring and evaluating campaign success
- Good knowledge of history of both World Wars
- Knowledge of the Not-For-Profit sector

#### Desirable

- Professional Qualification from Chartered Institute of Public Relations

### Experience

#### Essential

- Demonstrable experience in a similar media and public relations role, including organising PR events and press briefings
- Demonstrable experience in planning and delivering communications campaigns, highlighting complex communication messages
- Successfully building digital and social channels into communications activity
- Measuring and evaluating campaign success

#### Desirable



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- Experience in journalism
- Experience working in either an in-house media team or PR agency

### Skills and Abilities

- Strong networking skills, with confidence to negotiate and influence others
- Collaborative mindset to communicate positively and effectively with wide range of stakeholders at all levels
- Able to always work in a professional manner, responding professionally to challenging situations
- Responding professionally to challenging situations, particularly when under pressure
- Managing complex and challenging issues in a sensitive way
- Conveying positive perceptions of the Organisation to outside audiences and stakeholders
- Verbally articulate, with excellent storytelling, writing and editing skills
- Excellent problem-solving and analytical skills, with ability to pre-empt and resolve issues quickly
- Excellent planning and time-management skills to manage multiple projects while working to tight deadlines
- Committed to continuous professional
- An alignment and adherence to the Commission's Values: RESPECT, EXCELLENCE, TEAMWORK, COMMUNICATION, PROFESSIONALISM and COMMITMENT
- Health and Safety responsibility for self and others

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*Your key duties are set out within this job description. From time to time, you may be required to perform such other reasonable duties that fall outside your job title or key job duties, should this be necessary to meet the needs of the Commission.*

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### Signatures

Name of Job Holder:

Signature:

Date:

Name of Line Manager:

Signature:

Date: