

<b>JOB DESCRIPTION</b>	
<b>SUMMARY INFORMATION</b>	
<b>Job Title:</b>	Media and PR Executive
<b>Department:</b>	External Relations
<b>Contract Type:</b>	Fixed Term – 2 years
<b>Job Purpose:</b>	Manage all media relations and proactively implement communications strategies to enhance, develop and maintain CWGC's reputation and public profile in a positive light
<b>Job Band:</b>	D3
<b>Reports to:</b>	Head of Marketing and Communications
<b>Direct Reports:</b>	None
<b>Other Key Contacts:</b>	<ul style="list-style-type: none"> <li>• Directors &amp; Senior Management</li> <li>• CWGC Media Officers</li> <li>• CWGC Member governments</li> <li>• Key journalists across national and local media</li> </ul>
<b>Financial Responsibilities:</b>	None
<b>Location:</b>	May be office based in Maidenhead or can adopt a flexible hybrid option of part home/part office working
<b>Working hours:</b>	37 hours per week. There may be occasions where you will be required to work additional hours. Time off in lieu may be granted for any approved additional hours 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 and ability to drive in Europe required
<b>Right to work:</b>	Must have the right to work in the UK

## **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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WAR GRAVES



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.

<b>KEY RESPONSIBILITIES and ACCOUNTABILITIES OF THE ROLE</b>
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### General

- Senior point of contact and spokesperson in the HO media relations team
- Leads and delivers creative, national and regional PR strategies that promote CWGC as a heritage brand
- Develops campaigns which connect with new audiences, achieving high quality and meaningful media coverage
- Develops a strategic overview of the external media environment identifying where best to focus efforts
- Identifies new media opportunities such as documentaries which link to core CWGC and CWGF and Non-Commemoration Programme work
- Builds and fosters excellent relations with journalists and partners to further the aims of the Marcoms strategy
- Drafts and issues press releases and statements, articles and journals, web pages and publicity material
- Generates and develops a network of media contacts through which the Commission might generate increased coverage
- Ensures that effective monitoring and evaluation is built into communications activity
- Acts an advocate on behalf of CWGC representing the Organisation at external events and developing relationships with partners and stakeholders
- Develops key relationships with media in Member Governments and across CWGC Areas with Marcoms teams
- Takes an active role in managing incoming media enquiries and coverage reports for and supports the wider team sell-ins and other projects as required

### Project Responsibilities

- Leads and assists in projects in accordance with the Commission's project management standards and processes

### Team Responsibilities

- Collaborates closely with colleagues from the Marketing, Communications and Digital teams
- Develops strong working relationships across the Organisation offering advice and consultation on communications activity and issues
- Provides mentoring and guidance to Media Officers

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Job Functional Knowledge

- Demonstrable experience of working in a media relations role at a senior level
- Broad understanding of current media landscape and an aptitude to identify trends.
- Excellent storytelling, writing and editing skills

Business Expertise

- Good understanding of global issues and the potential impacts on the Organisation
- Ability to manage complex and challenging issues in a sensitive way
- Ability to pre-empt and quickly respond to crisis situations

Leadership

- Proven leadership skills

Problem Solving

- Excellent problem-solving and analytical skills
- Ability to work professionally at all times
- Ability to manage multiple projects and work to tight deadlines

Nature of Impact

- Role impacts the perception, understanding and reputation of the global Organisation

Area of Impact

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

Interpersonal Skills

- Collaborative mindset
- Articulate
- Excellent planning and negotiation skills

**PERSON SPECIFICATION**

Education and Knowledge

**Essential**

- Educated to degree level or equivalent

**Desirable**

- An ability to prepare and interpret flowcharts, schedules and step-by-step action plans
- Familiarity with risk management and quality assurance control
- Good knowledge of history of World Wars
- Knowledge of Not-For-Profit sector

Experience

**Essential**

- Demonstrable experience in a media and public relations organisation in a similar role
- Proven experience of developing successful PR strategies that get quality coverage



- Good understanding of PR evaluation methods
- Experience of working on high profile partnerships

**Desirable**

- Experience in journalism
- Experience of working with talent/influencers

**Skills and Abilities**

- Excellent communication skills
- Strong networking skills
- Able to communicate effectively with wide range of stakeholders at all levels
- Ability to respond professionally to challenging situations
- Committed to continuous professional development
- 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 CWGC.*

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**Signatures**

Name of Job Holder:

Signature:

Date:

Name of Line Manager:

Signature:

Date: