

Job description and person specification

1. Summary Information	
Job Title:	PR Officer
Department:	Directorate, External Affairs
Contract Type:	23 months fixed term appointment
Pay Band:	Technical and Professional 2
Salary:	£27,467 per annum plus benefits
Location:	South Kensington, London
Hours:	41 hours per week (including a 1 hour daily lunch break)
Application closing date:	9am on Monday 25 January 2016
2. Role Summary	
<p>Deliver elements of a targeted programme of proactive PR campaigns in support of the Museum public positioning and fundraising priorities, and provide reactive PR responses. You also have the wider responsibility of protecting and enhancing the profile and reputation of the Museum.</p>	
3. Role Competences (requirements)	
<p><i>Applicants must demonstrate evidence of the detailed competence outlined below to be considered for the post. Please address each competence in the 'Other Information' section in the online form.</i></p>	
<ol style="list-style-type: none"> 1. Educated to degree level or equivalent, with a willingness to complete CIPR accredited qualifications if not already held 2. Demonstrable experience of planning, implementing and evaluating successful proactive PR campaigns including events and photocalls for a high profile consumer brand in support of business objectives and profile 3. Significant experience of reactive press work in a busy press office 4. Ability to consistently and accurately communicate complex ideas to non-specialists, ideally gained through working with academics, scientists or technical specialists in a PR capacity 5. Diplomacy and the ability to maintain confidentiality 6. Ability to work well under pressure, prioritise effectively and respond to deadlines, maintaining multiple simultaneous projects 7. Flexible and positive attitude, with the desire to create new opportunities and think creatively about challenges 8. Excellent verbal and written communication skills in English, including the ability to write attention grabbing press releases, concise briefing notes, compelling speeches and comment pieces or blogs that positively influence 9. Proven experience of identifying and managing both reputational risks and opportunities to secure positive media coverage 10. Experience working professionally in partnership with external organisations and funders 	

11. The gravitas and sensitivity to act in an advisory role to senior management when needed

4. Main tasks and responsibilities (job description)

- Work closely with the Head of Media Relations and communications colleagues to plan, deliver and evaluate high impact and innovative campaigns that contribute to the fundraising objectives of the Natural History Museum
- Develop creative and high impact integrated PR campaigns for the Museum's events, exhibitions and science research
- Maintain an awareness of the news agenda and emerging news events, and understand how to optimally reach target audiences through a mix of channels
- Develop and nurture excellent relationships with journalists and contacts in all forms of media, responding quickly to media requests; draft quality press releases, press packs, and statements, often to tight deadlines
- Represent External Affairs in the exhibition development process for selected projects, ensuring that focused and deliverable PR objectives are integrated into the project
- Participate in reactive media handling; identifying opportunities to hitch hike on the news agenda; scheduling proactive announcements and developing their appeal for target media; developing briefing notes and feature pitches
- Work closely with marketing, social media and web colleagues for integrated communications
- Participate in maintaining press office team systems and processes (media briefing, supervising filmings, online press office, planning calendar, enquiry log, evaluating cuttings, media previews, etc.)
- Support crisis communications and issues management including horizon scanning, drafting Q&As and statements for media and social media, and advising colleagues on optimal approach
- Liaise with relevant business units (e.g. Commercial, Events, Publishing, Retail) to ensure consistent approach to PR across the Museum
- Provide out-of-hours cover via the 24/7 Press Office duty rota

5. Diversity and disability

At the Natural History Museum we value the diversity of our staff and volunteers and the benefits they bring to our organisation. We welcome applications from candidates with disabilities.

6. Health and Safety

All employees are required to understand and comply with the Museum Health and Safety Management Policy, including taking reasonable care for their own health and safety and that of others who may be affected by their acts or omissions whilst at work.

7. Application method

Apply on-line before the closing date through the NHM website: <http://www.nhm.ac.uk/search-vacancies>.

You do not need to complete the competencies section of the online form, but we ask candidates to complete the mandatory fields on the website and attach:

- A comprehensive curriculum vitae giving details of relevant achievements in recent posts as well as your education and professional qualifications.
- A covering letter that summarises your interest in this post, providing evidence of your ability to match the criteria outlined in the Person Specification.



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Please note that applications from candidates without a covering letter identifying how they match the role competencies will be rejected.

8. Selection and appointment

Selection decisions are based on merit with candidates assessed against clear, objective competence at each stage of the recruitment and selection process. All offers of employment made are conditional and subject to satisfactory completion of all pre-employment checks.

9. Salary Information

Salary for the successful candidate will be £27,467 per annum plus benefits.

For a list of museum employee benefits please visit <http://www.nhm.ac.uk/about-us/jobs-volunteering-internships/museum-benefits/index.html> Different rules for pay on promotion may apply to internal candidates. Please refer to the Pay Chapter of the Staff Handbook or contact HR for advice



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