



Senior Media & Campaigns Officer

October 2020

www.water.org.uk

Salary: Dependent on experience

Hours: Full time

Location: London based although the team are currently working virtually

Introduction

Water UK, the membership organisation representing all water and sewerage companies in the UK, is seeking an exceptional candidate to join our small but extremely busy communications team representing this high-profile sector at a national level. Following the appointment of a new CEO within the last year, Water UK is going through a transformation which includes a new organisational strategy and vision for the sector.

This is an exciting time to be joining Water UK, working on some high-profile comms issues; dealing with national print and broadcast journalists; planning for crisis communications; briefing senior spokespeople including the CEO and the opportunity to manage a step-change in our social media and digital activity.

The role

The Senior Media & Campaigns Officer position is a new role within the communications function at Water UK. The post holder will have responsibility for a number of activities, including: dealing with reactive media enquiries; writing statements and press releases; producing briefing material ahead of media interviews; planning for launches and events; generating positive PR opportunities; producing media evaluation reports; comms support on all campaign activity - Water's Worth Saving, Net-Zero carbon, plastics and Fine to Flush.

The role demands a high standard of written and spoken English, requires the ability to be self-sufficient and motivated, the confidence to brief national journalists, deal with multiple stakeholders, and the ability to manage complex and sometimes technical information. Ideally the candidate will have already worked within a membership organisation, an agency environment or within an industry sector.

Main responsibilities

Media relations

- Responding to national and specialist media enquiries
- Producing written press statements, press releases and media advisories

- Pre-briefing print, digital and broadcast media ahead of key stories
- Producing briefing material (media Q&A, talking points, profiles) ahead of print or broadcast interviews
- Developing and maintaining working relationships with key national and sector journalists
- Producing and inputting into existing media plans and strategies under direction of the Communications Manager
- Liaising with members, press, marketing and social media teams
- Producing evaluation, metrics and reporting of media coverage
- Producing a monthly Stakeholder Newsletter for key audiences
- Use of Gorkana for distribution and tracking of press releases and maintaining key contacts
- Responsibility for maintaining the communications planning grid, working with other team members to ensure it is kept up-to-date
- Providing periodic out-of-hours media coverage (evenings and weekends)

PR/Campaigns

- Generating ideas, news stories and opportunities for positive PR moments
- Providing comms input and advice for our consumer and B2B campaigns, including Water's Worth Saving, Net-Zero carbon, plastics and Fine to Flush
- Working with members to uncover positive stories about the industry and maintain updated case studies for deployment with the media
- Looking for opportunities to promote positive news from member companies across all our comms channels

Essential Skills

- Excellent written and verbal English with the ability to communicate with clarity, brevity, fluency and impact
- Excellent organisational skills, able to juggle a broad range of tasks and projects with limited oversight
- Numeracy and analytical ability: comfortable with using data and other kinds of information to communicate with a range of audiences
- Initiative and drive to learn quickly and deliver small projects
- Work within a small team with the ability to build relationships and networks quickly
- Manage different stakeholders and empathising with their likely concerns and needs
- Previous experience of working within a fast-paced, changeable and intense environment
- Demonstrable experience of working in a press office