

Communications & Media Assistant



Reporting to:	Communications & Media Officer
Responsible for:	No direct reports
Key Internal Stakeholders:	All staff, Trustees, young people directly involved in programmes
Key External Stakeholders:	Members, partners and media

Overall purpose

In this role you will become one of the main points of contact for the media, supporting the Communications & Media Officer with press enquires and supporting media spokespeople. You'll need to develop relationships with journalists in the lead up key campaign milestones, providing them with comprehensive information on the policy of the council.

You'll have the opportunity to develop skills in drafting press releases, supporting the development of a media plan, but also given the opportunity to develop both digital and social content for our platforms.

Be a key member of the Policy, Campaigns and Communications Department and play an active role in promoting positive images of young people and supporting them to get their voices heard.

The role would suit an ambitious creative person with some experience of working in a busy environment. Ability to write and familiarity with web publishing systems would be ideal, as well as experience with the main social media platforms.

Main areas of responsibility

Press

- Act as contact point for the media to broker and support media coverage
- To monitor the Press Office email inbox and ensure enquiries are responded to or referred to the appropriate team.
- To assist the Communications & Media Officer in preparing and producing briefing materials and press releases.
- To provide administrative and logistical support at our events.
- To establish a good knowledge of key media contacts in the national and regional newspapers and websites, TV and radio outlets and ensure up-to-date details and distribution lists are maintained.
- To assist with the maintenance of our press database.
- Provide support to other volunteers in producing communications online via websites, blogs and social media including vod/podcasts.
- To assist with contacting news desks and journalists for new news stories.
- To lead on the evaluation and recording of press hits.

Digital

- Draft timely, relevant and engaging communications material to share news and information on UK Youth Parliament and British Youth Council activities in a planned way, across our networks, both online and offline – e.g. supporting production our regular e-bulletin and/magazine.
- Act as custodian of social media presence.
- Monitoring content which is relevant to our campaigns and events.

Other

- Adhere to all British Youth Council policies, regulations, and statutory requirements, as detailed in the British Youth Council induction handbook
- Attend meetings and events when requested.
- Work in partnership with other organisations/meetings.
- Perform any other duties related to the role purpose, as required by the line manager