

## Senior Press Officer – Job Description

### Role Purpose:

To be our in-house media relations expert, monitoring trends and facilitating press and PR opportunities for our senior leadership team and expert industry influencers. Working collaboratively with our PR and Content Manager and stakeholders to coordinate, drive, and monitor media activities.

Interviewing staff and turning complex ideas into compelling copy for press releases, pitches, media briefings, editorials, and blogs to communicate our incredible innovation to the world and position CPI as a thought leader in the UK innovation ecosystem. To be responsible for obtaining press and podcast opportunities, coordinating news announcements, maintaining media distribution lists, distributing news to media, and reporting back on success using our media monitoring platform.

### Key Responsibilities:

- Contribute to relevant Safety, Health and Environmental (SHE), and Equity, Diversity and Inclusion practices.
- Support the delivery of the Marketing Communications strategy.
- Work collaboratively with marketing team colleagues, subject matter experts, and partner organisations to develop and deliver media content.
- Manage, maintain and build strong relationships with national, trade and regional media outlets across the North of England, Scotland and wider UK.
- Proactively pitch stories directly to journalists and podcast producers to secure op-eds and thought leadership opportunities.
- Lead meetings with senior leaders across the business to prepare reactive statements and media briefings.
- Contribute to media campaign planning and crisis communications.
- Lead media monitoring, distribution, and reporting using our media monitoring platform.
- Write and edit clear, creative, and compelling science content for editorials, press releases, media pitches, podcast pitches, and CPI's online blog, ensuring written copy is compliant with CPI's tone of voice and content style guides.
- Liaise with and edit work produced by our network of freelance writers.
- Creating and editing copy for our diverse audiences, from our communities in the North of England and Scotland to technologists, industry, policymakers, and science-interested publics across the UK.
- To interview staff and turning complex ideas into compelling copy for press releases, pitches, media briefings, editorials, and blogs to communicate our incredible innovation to the world and position CPI as a thought leader in the UK innovation ecosystem.

**Direct reports:** No direct reports

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### Person specification

Education / Qualifications:

Essential:	Desirable:
Educated to Degree level in a media, marketing or scientific discipline, or equivalent education/experience.	Masters in in Science Communication CIM/CIPR courses or qualifications.

Competencies and behaviours	
Leadership (Influencing)	Decision Making (Influencing)
<ul style="list-style-type: none"> <li>Promotes commitment to CPI's strategy, vision, values, and direction.</li> <li>Motivates, inspires and build resilience in others by making the vision shareable by everyone.</li> <li>Rewards and celebrates success with colleagues and teams.</li> <li>Future proofs work practices.</li> <li>Trusts others' judgment and demonstrates a willingness to try new things, even at the risk of failure.</li> </ul>	<ul style="list-style-type: none"> <li>Confidently draws reliable conclusions from diverse and sometimes incomplete data.</li> <li>Proactively sources and refers to how others have tackled similar problems previously.</li> <li>Considers risks, and consequences, and takes accountability for, the impact the decision has on the business including costs/ benefits.</li> </ul>
Communication (Influencing)	Developing self and others (Influencing)
<ul style="list-style-type: none"> <li>Employs comfortably a wide range of communication styles and approaches to suit different situations and audiences (external and internal stakeholders) in diverse situations.</li> <li>Builds effective two-way communication channels within the business area and across departments whilst maintaining credibility and securing commitment.</li> </ul>	<ul style="list-style-type: none"> <li>Assesses the skills and competence of others within the organisation, and recommends development activities.</li> <li>Gives performance feedback in a timely manner on an informal basis regularly.</li> <li>Actively shares expertise and learning across the organisation.</li> <li>Takes personal accountability for success or failure of direct reports.</li> </ul>
Collaboration (Influencing)	Delivery (Influencing)
<ul style="list-style-type: none"> <li>Blends people into teams, leveraging the use of talents available from any part of the organisation that result in the most innovative solution.</li> <li>Fosters a sense of energy, ownership, and personal commitment to collaborative work.</li> </ul>	<ul style="list-style-type: none"> <li>Prepares and maintain schedules for activities and events for projects.</li> <li>Delegates responsibilities for tasks and decisions to the appropriate staff; sets SMART objectives and monitors progress.</li> <li>Research capabilities and constraints, in advance of a project, which could affect its approach and outcomes.</li> </ul>

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<ul style="list-style-type: none"> <li>• Understands priorities and deeper needs of different stakeholders’ groups.</li> <li>• Supports and enables people to work together to meet objectives.</li> </ul>	<ul style="list-style-type: none"> <li>• Holds people accountable for achieving results.</li> </ul>
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### Knowledge and Experience:

Essential:	Desirable:
<ul style="list-style-type: none"> <li>• Previous experience in a similar press role at a scientific, tech, or innovation organisation.</li> <li>• Good understanding of the UK science media landscape with existing connections with trade, local and national science media.</li> <li>• Proven ability to write succinct, scientific press releases.</li> <li>• Strong understanding of grammar.</li> <li>• Excellent storyteller - ability to cut through complexity to find the big picture story and translate complex concepts into easy-to-understand content.</li> <li>• Ability to guide press approaches using audience data and media analytics.</li> <li>• Excellent communication, project management and interpersonal skills.</li> <li>• Ability to manage multiple projects simultaneously and prioritise work.</li> <li>• Strong time management skills and ability to work to tight deadlines under pressure.</li> <li>• Passionate about technology innovation and its ability to make the world a better place.</li> <li>• Experience communicating science to a range of audiences.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience developing and delivering PR campaigns.</li> <li>• Experience using Meltwater or Vuelio.</li> <li>• Experience working with senior leadership teams.</li> <li>• Understanding of equality, diversity, and inclusion in STEM.</li> <li>• Experience of working with freelance copywriters.</li> <li>• Organising or delivering media training.</li> </ul>