

RECRUITMENT PACK

PRESS OFFICER

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JOB DESCRIPTION



KEY INFORMATION



Job Title and Code

Press Officer (BDCH6235)



Department/Team

Marketing & Communications



Location

Battersea, London (hybrid) and occasional travel to other centres and events around the UK



Salary & Grade

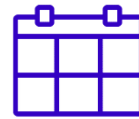
£31,450 per annum

Grade D



Hours

35 hours per week to include occasional out of office hours, but we're always happy to discuss flexible working, part time hours and job share arrangements



Duration

Permanent

ABOUT THE ROLE

This is an exciting time to be at Battersea at the start of a new five-year strategy for the charity as it seeks to scale up and deliver new services and partnerships that will help it in its mission to help more dogs and cats, creating lasting change for animals and those who care for them, wherever they are. Earned media and PR is crucial to help Battersea build its visibility awareness, and relevance to new and existing audiences to support engagement with our strategic aims. The PR team play a key part in telling our story, shifting public attitudes, and generating support.

We need a confident, dynamic and enthusiastic Press & Media Officer to help us drive visibility, affinity, and relevance amongst new and existing audiences. They will ensure Battersea maintains a high profile and strong, influential voice by working closely with the media and delivering quality proactive and reactive media activity that supports the charity's strategic aims to help more animals. This role will focus on promoting the work Battersea is doing to help animals not just at our three centres, but also across the UK and overseas.

Responsibilities will include responding to press enquiries and working with production teams, as well as supporting the wider Marketing & Communications directorate on the delivery of integrated campaigns and PR plans that support our animal welfare campaigning (Our Voice), our brand platform 'We're all in for them', our global programmes strategy, our income generation activity, and our sector and corporate partnerships.

RESPONSIBILITIES

	Estimated % time
Produce compelling and newsworthy content, devising ideas and targeting pitches to ensure maximum press coverage for the charity. As part of this capture content (photography and videography) for use in earned and owned media, working closely with colleagues in content and social media teams.	20%
Set up and supervise on-site and off-site media visits, filming, and photo calls that positively promote the charity, including briefing spokespeople, agents, photographers, or videographers.	20%
Build and maintain good relationships and a thorough understanding of the media and how Battersea can best work with them through networking, cultivating new media contacts, and updating Battersea's media contact lists.	20%
Respond to media enquiries swiftly and efficiently, providing factually correct and on message information to the journalist's deadline and signing off quotes and copy with relevant experts / senior staff. As part of this play an active part in the on-call rota to maintain an out of hours press office function.	15%
Monitor and evaluate the success of Battersea, partner, and competitor media activity, including daily news monitoring, coverage analysis, trend tracking, and reporting for the senior leadership team.	10%
Integrate PR plans to maximise all channels and ensure cross-team working with colleagues in digital, social media and income generation teams to respond to the news agenda and maximise reach of stories.	5%
Identify, prevent, and manage sensitive issues with potential reputational implications, drafting FAQs, reactive statements, and briefing internal teams and spokespeople.	5%
Proactively keep up to date with issues, best practice and the latest developments relevant to PR, Battersea, its partners, and the charity sector.	5%

The above job description is intended to be an outline of the duties and responsibilities for this role. This is not an exhaustive list, and it is likely to change over time. You may be expected to undertake other duties that are commensurate with this role and grade.

PERSON SPECIFICATION

ESSENTIAL

- Proven experience of working in a high profile, fast-paced communications team, newsroom, press office, or public relations function and selling in stories to the media.
- Proven experience of devising, leading, and evaluating creative and targeted PR or news campaigns with a demonstrable track record of achieving quality media coverage.
- Proven experience of handling sensitive issues, preparing key spokespeople for media interviews and delivering key messages in the media.
- Great interpersonal skills with proven experience of relationship building with journalists.
- Excellent organisation and time management skills. Able to manage and prioritise multiple complex issues and tasks in a changing environment with tight deadlines.
- Excellent standard of written English and numeracy with an eye for detail and the ability to use MS Office and other relevant IT systems and media platforms and tools as appropriate for the role.
- Empathy and resilience when dealing with sensitive and confidential issues.

DESIRABLE

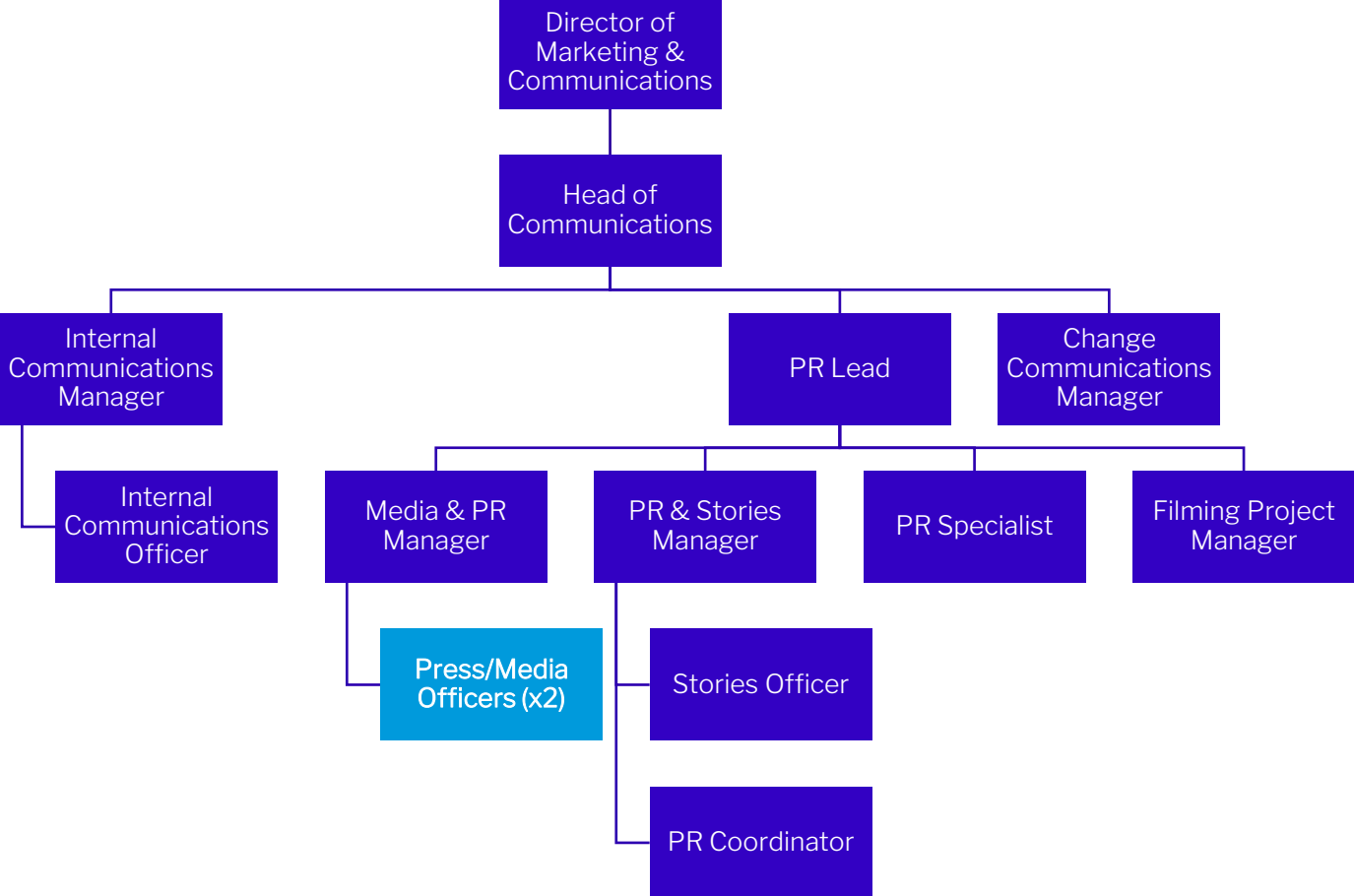
- Knowledge of animal welfare issues.
- Experience of working sensitively with case studies.
- Experience of working with social media teams.



HYBRID WORKING POLICY

We operate a hybrid working policy, with our office-based staff splitting their time between site based and home working. We believe this enables our office-based staff to maintain the benefits of home working, while allowing for collaboration and interaction with our animal-facing staff and maintaining a connection to our cause. As such, you'll be expected to work in our Battersea office for at least 50% of your working week.

POSITION IN THE TEAM



YOUR APPLICATION



KEY DATES



Closing Date

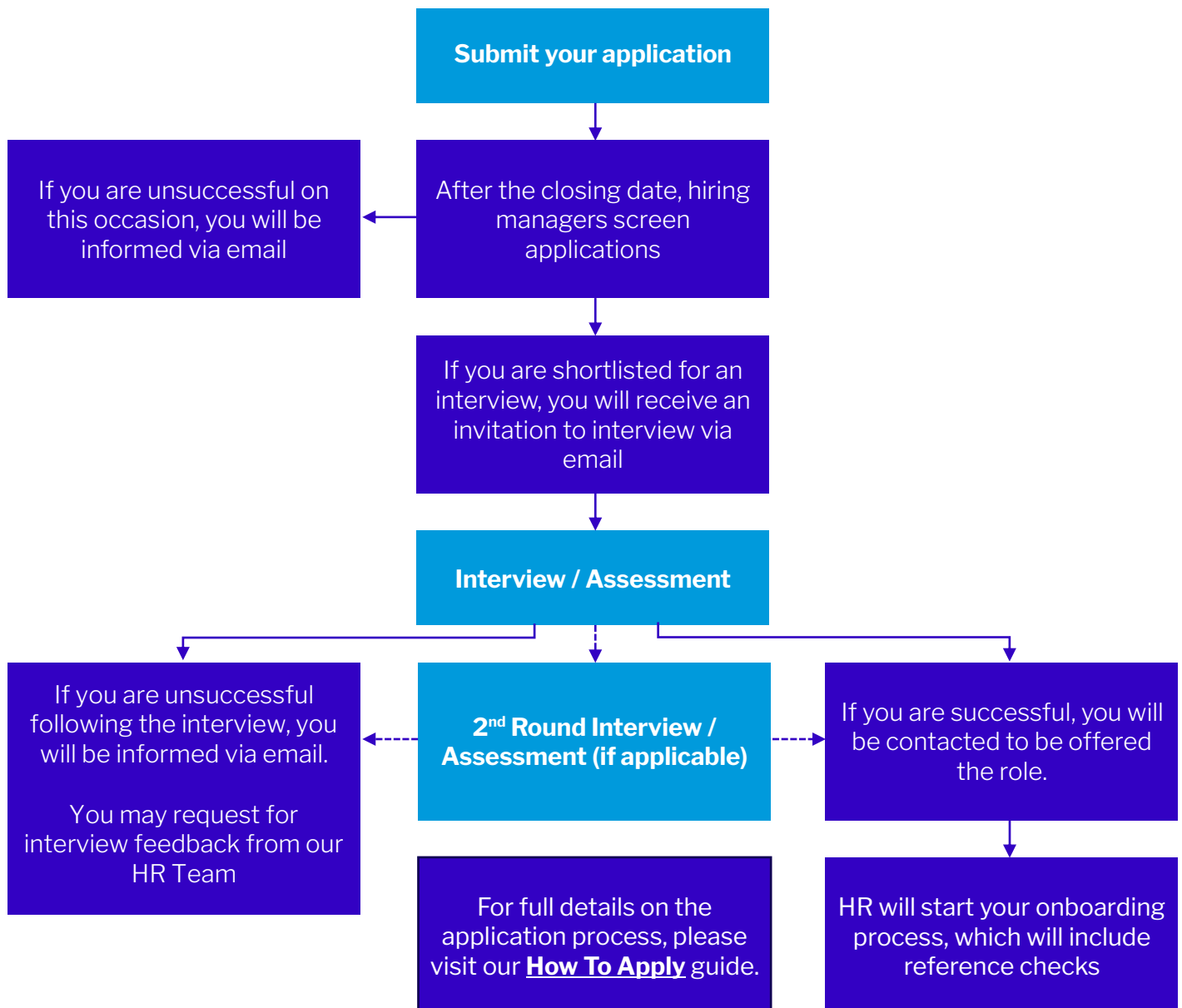
23rd February 2025



Interview Date

w/c 3rd March 2025 (1st round)
w/c 10th March 2025 (2nd round)

APPLICATION PROCESS





COMPLETING YOUR APPLICATION

The information below is provided to support you with completing your application.

- Our application forms will ask you for:
- Employment History
- Educational History (which is non-mandatory)
- Either a supporting statement of no more than 1000 words; or
- Responses to short-answer questions.

The statement and short-answer responses are a very important part of your application. This is your opportunity to showcase your knowledge, skills and experience, and how this relates directly to the person specification for the role.

Please provide specific examples where possible and demonstrate your key achievements. You might also consider referencing Battersea's key values in your application (for more on these values, please see the Life at Battersea document).

Once your application is complete, we encourage you to provide your diversity monitoring information. Whilst this is entirely voluntary, completing this information will form part of an anonymised data set to help us understand, measure and take action to ensure our processes are inclusive. Your information will remain confidential, be held in line with GDPR requirements and will not be used to determine whether you are shortlisted for any role (s) you apply for.



DIVERSITY AND INCLUSION

OUR COMMITMENT

We are committed to providing a welcoming and inclusive experience for all staff, volunteers and trustees and those hoping to join us. We operate an anonymised shortlisting process and actively seek to ensure our process is fair and equitable for all.

We understand the value of diverse voices, perspectives, and experiences to help us deliver even more for our dogs and cats, and we welcome applicants from all sections of the community.

WORKPLACE ADJUSTMENTS

As a Disability Confident Committed Employer, we will also ask about any adjustments you may need at the application and/or interview stage. And, if you are offered a role with us, we'll talk to you about any workplace adjustments you may need to help you perform at your best. If you would like to talk more about this, please contact 020 3887 8341 or email jobs@battersea.org.uk

REQUIREMENTS FOR WORKING AT BATTERSEA

Please note that all offers of employment require:

- References deemed satisfactory by Battersea
- Proof of eligibility to work in the UK. For details on which documents can be used to certify your right to work, please refer to [Prove Your Right to Work](#)

DATA PROTECTION

The information you provide in your application will be used by Battersea Dogs and Cats Home to assess your suitability for the role you have applied for.

Any special category information (such as information relating to ethnicity or sexual orientation) you choose to provide will only be used by Battersea to monitor and report on diversity and equality of opportunities. The provision of this information is entirely voluntary and will not be used in determining whether you are shortlisted for the role you have applied for.

Further information about how we protect and use your personal data is set out in our [Job Applicant Privacy Notice](#) or contact our Data Protection office at DataProtection@battersea.org.uk



BATTERSEA

HERE FOR EVERY DOG AND CAT

BATTERSEA DOGS & CATS HOME

4 BATTERSEA PARK ROAD
LONDON SW8 4AA

+44 (0) 20 3887 8341
JOBS@BATTERSEA.ORG.UK

Battersea is a charity registered in England and
Wales (206394)

Patron HRH The Duchess of Cornwall GCVO
President HRH Prince Michael of Kent GCVO

