

Job Purpose and Key Accountabilities

Job Title	Head of media
Purpose of role	To lead the delivery of our content and media strategy, ensuring that BASC delivers its key messages across all audience platforms.
Directorate	Communications
Reporting line	Deputy director of communications & public affairs

Our vision

All BASC employees are expected to contribute to our vision:

Fight for sustainable shooting and conservation of the countryside.

Key accountabilities and responsibilities

Drive our content and media strategy, shaping our narrative and enhancing our online and offline presence.

Lead our Content Team in sourcing, producing and delivering content across all our channels, liaising heavily across the organisation to ensure the collaboration that best delivers our key messages to all audiences. You will lead the creation of content that drives audience engagement.

Develop and manage BASC’s external press and media relations programme, maintaining key contacts in regional, national and global written, broadcast and online media. Manage the day-to-day implementation of this strategy so as to ensure BASC is fairly and accurately represented in the media.

Principal accountabilities

1. Develop and execute a comprehensive content and media strategy that supports our mission and vision statements.
2. Lead and inspire a team of content creators and media specialists, fostering a collaborative and creative work environment.
3. Oversee the sourcing and production of a wide range of content, including articles, videos, infographics, social media posts, and more, ensuring consistency in messaging and quality.
4. Liaise with other key managers in the communications department to ensure seamless, effective integration of this content across all our channels.
5. Analyse audience data, engagement, and other critical metrics to inform and direct the organisation’s content strategy.
6. Collaborate with other departments, including marketing, to ensure content and media efforts align with our organisation’s broader objectives.
7. Assist in the development and management of the organisation’s press strategy to ensure BASC and sustainable shooting is fairly represented in the media.
8. Manage a strategy that ensures BASC develops key contacts across all media outlets, building and nurturing excellent relationships with key journalists, broadcasters, and influencers.

9. Assist in managing media-related issues which may cause reputational damage to BASC. Advise senior managers and directors on such issues.
10. Work collaboratively with colleagues in other BASC teams as well as any consultancy or agency providing media relations support or press monitoring service.
11. Represent BASC at external events.
12. Advise middle and senior managers and directors on complex media-related matters and advise on issues of media law.
13. Maintain a political awareness and work with BASC's political affairs staff to ensure BASC's positions are correctly represented at governmental level.

Experience	Essential skills, knowledge and achievements
<p>Graduate and/or professional qualification.</p> <p>At least two years' senior experience within a creative online and offline media, content and communications role.</p> <p>Proven experience in content strategy, creation, and media production, with a track record of successful campaigns and projects.</p> <p>Experience of leading a team and driving high standards of performance.</p> <p>Experience of dealing with national and regional, broadcast and online media, including managing contentious and complex issues.</p> <p>Experience of managing crisis situations and delivering clear advice and direction at a corporate level to protect reputation.</p> <p>Experience of using data and audience analysis to develop media and content strategies.</p> <p>Excellent leader and enthusiastic team player.</p> <p>Able to work flexibly.</p> <p>Enthusiastic and approachable.</p>	<p>Outstanding people skills.</p> <p>Awareness of developments in online media and how best to source and create relevant content, analysing data to adjust strategies accordingly.</p> <p>Proficiency in media production tools and platforms.</p> <p>Able to work co-operatively and collaboratively with regional, national and global print, broadcast and online media.</p> <p>Ability to work independently in high-pressure situations, frequently acting without guidance and giving leadership and direction to a team.</p> <p>Planning and accomplishing tasks/projects without external guidance.</p> <p>Full knowledge of media law and its relevance to a senior media role. Able to advise others on issues relating to media law.</p> <p>Ensure personal training and role-specific development is maintained.</p> <p>A stickler for detail and accuracy, while never missing a deadline.</p> <p>Excellent verbal and written communication skills</p> <p>Problem-solving skills; able to work on own initiative .</p> <p>Ability to master complex briefs quickly and often manage multiple complex issues at the same time.</p>

	<p>Possess the skills to assimilate complex corporate issues and have an awareness of how to represent issues at a national level to protect reputation.</p> <p>Ability to secure external media contacts at a senior level and maintain and develop those contacts to promote the association's strategic positions.</p>
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General requirements

BASC head office is based in Marford Mill, Rossett, with country and regional offices across the UK. This role can be home-based, although some travel to head office will be required.

We have an agile working approach, with our core hours being between 8.30 – 5.30 Monday – Friday. We do expect some weekend and out of hours working to support our membership engagement. Your working hours are stated in your contact of employment.

You are expected to be flexible, agile and willing to undertake any other duties that may be reasonably required.

All our employees must always act as a positive ambassador for the association when dealing with members or representing the association in other ways.

Essential requirements for role	Delete as necessary
Driving licence	YES
DBS check	NO
Firearms certificate	NO
Shotgun certificate	NO

Name

Signature

Date