

Title	Head of Media and Communications (12 month fixed term role)
Date	November 2020
Location	This position will be based in the British Chambers of Commerce (BCC) London office, however during the current Covid-19 crisis, staff are working from home.
Background to the British Chambers of Commerce (BCC)	<p>The British Chambers of Commerce is one of the country's leading business organisations. It is the national body for a powerful and influential network of 53 Accredited Chambers of Commerce and 63 international organisations.</p> <p>The British Chambers of Commerce – and its broader network – have never been so important. With the current Covid crisis, and transition to a new trading arrangement with the EU, businesses of all shapes and sizes are seeing huge changes to the way they operate. The Chamber network, and the BCC, have been at the heart of these debates. We ensure that the voice of businesses is heard in Westminster, across the media and with other key decision makers.</p> <p>The Chambers are private organisations that sit at the heart of the local business community providing representation, services, information and guidance to its members Further details can be found on the BCC website: http://www.britishchambers.org.uk.</p>
The role	<p>The Head of Media and Communications is a key role within the organisation and the wider chamber network. The role will ensure that we have a planned, consistent and integrated approach to our media and communications work.</p> <p>You will work as part of our fast paced, multi-discipline communications and advocacy team. Managing our small but highly effective media team, you work collaboratively with other colleagues both at BCC and across the broader Chamber network to maintain our high level of media profile and integrated communications that support a strong campaigning approach.</p> <p>You will be adept at utilising a wide range of communication tactics and channels and managing multiple projects at the same time to create positive change for business. Key to this role is ensuring that our audiences are engaged and informed about our work, at the right time and across a range of channels.</p> <p>You will be able to spot upcoming opportunities and possible risks for the BCC and feel comfortable creating opportunities to build integrated communications campaigns that draw on the unique experience, knowledge and insight of the Chambers Network</p> <p>The successful applicant will have an extensive understanding of the news agenda and business issues and be used to working in a high pressure and high-volume environment. Previous experience of developing relationships with key journalists and media outlets essential.</p> <p>Key responsibilities:</p> <p>Strategy & planning</p> <ul style="list-style-type: none"> • Development and implementation of integrated media and communications strategies that supports BCC's campaigns, products and services including that including policy and campaigns, membership support, commercial, and chamber customs, ensuring that there is a clear long term, medium- and short-term plans

that will help grow business objectives. This will involve close working with the Marketing Manager.

Communications

- Management of BCC press function ensuring BCC maintains its position as a credible and high-profile voice for business, taking an integrated approach across traditional and social media
- Prepare reactive and proactive statements, articles, media briefs, speeches and press releases, both in support of organisational activity and in response to external events.
- Maintain and manage the organisational communications grid through the monitoring of the news agenda in order to spot upcoming announcements, news hooks and areas for comment and social media activity.
- Oversee and/or deliver the planning and briefing of key spokespeople ahead of media interviews.
- Working with our business development team, support the communications delivery of commercial partnerships in the media and wider communications.

Relationship building

- Develop a good understanding of the BCC network and opportunities to use their unique insight and experience to build communication strategies.
- Broker and maintain excellent relationships with national business, economics, political and sector specialist journalists across print, broadcast and online outlets.

Other

- Line manage the Press and Communication Officer and matrix management of a Press and Public Affairs Officer.
- Manage the out-of-hours press function, with the flexibility to be on-call to media as required.
- Protect and maintain the BCC reputation and promote the importance of Chambers of Commerce
- Represent BCC as required at Chamber events and with other stakeholders including acting as a media spokesperson when required
- Other responsibilities as required, appropriate to the scope of the role

<p>Reporting Relationships:</p>	<p>The post holder will report and be line managed by the BCC Co Executive Directors responsible for Communications, Policy and Campaigns.</p> <p>The postholder will have to work with key individuals from across the organisation. It is vital that the individual can work effectively in a matrix environment and provide strong internal customer service.</p>
<p>Person specification</p>	<p>This is a high-profile role within the BCC and the UK Chamber network. Key attributes include:</p> <ul style="list-style-type: none"> • Experience of managing a press function and ability to make quick judgements under pressure. • Excellent written and verbal communication skills. • Excellent relationship-building and stakeholder management skills.

	<ul style="list-style-type: none"> • Demonstrable experience in delivering successful integrated communications plans across a full range of communications disciplines, which have delivered on business objectives in the short, medium and long-term. • Management skills of leading and motivating both core and cross organisational project teams and in matrix structures. • Experience in developing, delivering and leading cross organisational campaigns with policy, communications and commercial goals. • Ability to operate in a complex stakeholder environment including developing relationships with a range of stakeholders • Experience of crisis communications <p>Desirable</p> <ul style="list-style-type: none"> • Experience working with in a membership or network environment
Flexible Working	<ul style="list-style-type: none"> • The BCC encourages applications for Flexible Working for this position.