



## Media Relations Manager

“In the past century FFI has consistently saved species from extinction and protected habitats from destruction. Their solutions have always been practical, efficient and sustainable in local circumstances.”

Sir David Attenborough,  
FFI Vice-president

# Fauna & Flora International

Fauna & Flora International (FFI) saves species from extinction and habitats from destruction, while improving the livelihoods of local people. Our guiding principles are to work through local partnerships, act as a catalyst for change, make conservation relevant, and base decisions on sound science. Founded in 1903, FFI is the world's longest established international conservation body; our conservation work, and impact, spans the globe.

## Communications Department

This is an exciting time to join our growing communications team. FFI's Business Plan sets out ambitious goals for increasing our profile and influence, recognising the importance of communications not only for income generation but also as a key ingredient of conservation success. You will be joining a highly skilled and supportive team and will also work closely with the wider development team and colleagues across the organisation to achieve our shared mission of protecting the world's threatened species and ecosystems.

## The Opportunity

We are seeking an experienced Media Relations Manager to grow FFI's profile in the media. This is a challenging and exciting role, with the chance to use your skills to make a real difference to FFI as we strive to protect threatened species and habitats around the world.

With substantial experience of working in PR, you will know how to build strong working relationships with journalists, understand how to communicate complex stories in an engaging way and be able to pitch these successfully to the press to achieve positive coverage for the organisation. You will have a passion for media relations, while understanding the complexities and challenges that this discipline entails.

You will enjoy working in a dynamic and fast-paced environment, where the ability to respond swiftly to changing organisational and team needs is paramount. In return, we offer the opportunity to work for a ground-breaking organisation at the forefront of global conservation, with generous pension contribution, attractive annual leave allowance, and life insurance.

Our offices are located in The David Attenborough Building in central Cambridge, just a few minutes' walk from glorious historic buildings and museums, the picturesque River Cam, the central market and shopping centre, and a host of cafés and restaurants.

# Terms and Conditions

<b>Start Date:</b>	20 June 2022, or as soon as possible thereafter
<b>Duration of Contract:</b>	Permanent
<b>Probation Period:</b>	Six months
<b>Salary:</b>	Circa £40,000 per annum
<b>Location:</b>	Fauna & Flora International, Cambridge, UK Current policy offers partial remote working within the UK
<b>Benefits:</b>	25 working days' annual holiday entitlement plus Public/Bank Holidays and any normal working days that fall between 24 December to 1 January inclusive, during which time FFI UK offices are closed  For employees on UK-based contracts, FFI currently provides a pension contribution of 8% of salary after 3 months' continuous employment.  Group Life insurance, currently set at a benefit of 4 x basic salary
<b>Hours of Work:</b>	This is a full-time position, working 37.5 hours per week Monday to Friday inclusive.

## Job Description

<b>Job Title:</b>	Media Relations Manager
<b>Reporting to:</b>	Head of Communications
<b>Key Relationships:</b>	Journalists, editors, programme makers Communications Team Programme Teams Senior Management Team Fundraising Team External consultants

### Overview:

You will manage the day-to-day media relations at FFI, including fielding incoming media requests and sourcing stories from across the organisation that showcase FFI and its activities. You will develop and implement a strategic media relations programme to increase positive media coverage of FFI and its activities in support of broader communications and organisational goals, which include developing relationships with key stakeholders such as major donors and policy makers, as FFI's work in policy and advocacy develops, and supporting fundraising activities

including public campaigns. This is a standalone media relations role within the communications team and covers all media activity for FFI including implementation as well as strategy development.

**Core responsibilities:**

- Develop a media strategy supporting organisational objectives
- Work with the Communications team, in particular the content and social media leads, to identify key moments throughout the year and prepare and implement annual media plans accordingly
- In line with targets set out in the media strategy and yearly plans, secure significant positive media coverage for FFI in the UK and other target markets
- Coordinate with the Fundraising team and support priority fundraising activity
- Coordinate with the Policy lead and support priority policy activity
- Respond to media enquiries promptly and efficiently, using experience to maximise positive coverage resulting from these interactions
- Source newsworthy stories from across the organisation
- Successfully pitch and place stories in target print, online, radio and TV outlets in the UK
- Develop and deliver against key performance indicators as approved by Head of Communications
- Take a forward-looking view to identify emerging topics and consider how FFI stories and content could successfully speak to these topics and secure media coverage
- Develop FFI's media contacts database and build key relationships that position FFI as a leading and credible source of engaging and reliable content
- Research and develop opportunities to engage with media in regions FFI has targeted as important for growth over the medium-term and secure coverage in these regions
- Monitor media clippings and prepare media reports
- Train and mentor colleagues in media engagement and foster the spokesperson skills of key staff members including organising training for spokespeople with external media trainers
- Horizon-scan internally and externally and flag potential reputational issues before they arise, work with relevant teams to develop agreed issues statements and Q&A documents
- Manage media in any crisis situations

**Other duties:**

- Where required, support with writing content for FFI's website and social media channels
- Represent FFI at donor events

# Person Specification

	<b>Essential</b>	<b>Desirable</b>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Strategic thinking and planning</li> <li>• Excellent media relationship development and network building skills</li> <li>• Turning internal programme work into external opportunities to achieve media coverage</li> <li>• Excellent written skills, including editing and copywriting</li> <li>• Intuition for and understanding of what makes a good story and how to sell it in</li> <li>• Strong proofreading skills</li> </ul>	<ul style="list-style-type: none"> <li>• Working knowledge of Adobe Acrobat Pro and Adobe Photoshop</li> <li>• Working knowledge of WordPress as a CMS</li> </ul>
<b>Knowledge and experience</b>	<ul style="list-style-type: none"> <li>• Substantial proven experience in public relations Experience of developing and implementing PR strategies and plans</li> <li>• Experience of driving forward media relations strategy to achieve communications objectives</li> <li>• Experience of successfully pitching to print and broadcast outlets including news, features, specialist and general consumer press</li> <li>• Experience of working with TV production companies to secure meaningful coverage</li> <li>• Ability to communicate complex concepts in an engaging way</li> <li>• A good understanding of conservation issues</li> <li>• A degree or vocational qualification in a relevant discipline</li> </ul>	<ul style="list-style-type: none"> <li>• PR experience in the conservation sector</li> <li>• Good, established working relationships with UK environment correspondents</li> </ul>
<b>Behavioural qualities</b>	<ul style="list-style-type: none"> <li>• Creative and resourceful</li> <li>• Builds positive personal and organisational relationships – internally and externally</li> <li>• Team oriented with the ability to work effectively autonomously and collaboratively with colleagues</li> <li>• Self-motivated and driven by results</li> <li>• Able to remain calm and professional when under pressure</li> </ul>	

<b>Other</b>	<ul style="list-style-type: none"> <li>• Commitment to and empathy with FFI's mission and values</li> <li>• Ability to be flexible in working pattern in response to media opportunities</li> <li>• Ability to travel overseas for business on occasion (if required)</li> </ul>	
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## FFI Values

Values underpin who we are and how we act. Just as values shape who we are as individuals, they define us as an organisation, creating the culture of success for which Fauna & Flora International (FFI) is renowned. Our people exemplify our shared values, which are interconnected and interdependent:

- We act with integrity
- We are collaborative
- We are committed
- We are supportive & respectful
- We get things done

## How to Apply

Your application should consist of:

- A covering letter - including a note of where you saw the role advertised and your preferred method of contact
- A full CV - tailored to the role as advertised, highlighting relevant experience and achievements
- Contact details for two referees - who will not be contacted without your permission

Please mark your application as **Media Relations Manager** and submit to [commsrecruitment@fauna-flora.org](mailto:commsrecruitment@fauna-flora.org)

The closing date for applications is **Sunday, 29 May 2022**. Interviews are likely to be held during the week commencing **6 June 2022**.

Candidates selected for interview will be contacted by email or telephone.

Regrettably, due to limited resources and the high number of applications we receive, we are only able to contact short-listed candidates. If you do not hear from us within four weeks of the closing date, please assume that you have not been successful on this occasion.

# Applicants with Disabilities

FFI encourages applications from individuals with a disability who are able to carry out the duties of the post. If you have special needs in relation to your application, please contact Jade Bedwell, HR Adviser, FFI, on Tel: +44 (0)1223 749044 or Email: [jade.bedwell@fauna-flora.org](mailto:jade.bedwell@fauna-flora.org).

FFI values diversity and is committed to equality of opportunity