

Job Description

Communications Officer (PR, Media and Content)	
Grade	E
Directorate	Chief Executive
Place of Employment	Yare House, Norwich

Main Purposes of the Job:

Promote the Broads Authority, its work and the area as a visitor destination producing and sharing engaging content about activities, nature, history and culture via all Authority communications channels including website, social media, publications and PR.

Lead and contribute to PR / communications campaigns and strategies for online and traditional media and provide reporting on coverage to influence future communications activity.

Proactively seek, develop and implement positive stories about the Authority and its work with partners to enhance the reputation of the organisation and promote the area.

Enhance and nurture positive relationships with appropriate media outlets, pitching story ideas and responding to requests from reporters and producers in a timely fashion.

Manage internal communications to employees, volunteers and Members of the Authority.

Provide content for Broads Authority publications including Broadcaster and Broadsheet.

Manage and produce Authority e-newsletters (Broads Briefing).

Manage media contact lists/services.

Main Activities and Responsibilities:

1. Seek and create newsworthy positive media coverage opportunities to promote the Broads Authority and the Broads National Park, enhancing the reputation for both.
2. Respond to media requests in a timely fashion, maximising opportunities for positive media coverage. Prepare statements and ensure that all Authority spokespeople are prepared, trained and supported for interviews.
3. Create and execute content for all Authority external communication channels.
4. Write appealing accessible content for all channels including websites, social media accounts, publications and e-newsletters.
5. Update website content to ensure it is accurate.
6. Produce all material in line with the Authority's policies relating to accessibility, design style and branding.

7. Monitor, analyse and report on the Authority's media performance to the Head of Communications in order to guide, refine and develop future communications strategy.
8. Provide media coverage updates to colleagues, partners and members.
9. Research, write, edit and liaise with the Authority's graphic design team to produce Broad Sheet, the Broads Briefing and content for other publications.
10. Advise, brief, provide guidance, prepare key messages and train staff and members in media interview techniques.
11. Provide guidance to staff, members and Visit the Broads members on recognising potential media opportunities. To compile and update a media activity forward plan and disseminate this to relevant internal and external stakeholders.
12. Seek opportunities to, plan, organise and implement promotional media opportunities, events and shows.
13. Proactively market PR campaigns and good news stories. To drive marketing opportunities and deliver results through proactive campaigns.
14. Foster and maintain positive relationships with journalists, producers and photographers.
15. Carry out other duties appropriate to the nature and grade of the post, as directed by the Head of Communications, Senior Communications Officer and Chief Executive.

Key Relationships:

1. Reports to the Senior Communications Officer (line manager) and works with them on media matters and the development and management of media and PR activity.
2. Works with the Chief Executive, Head of Communications, Members, partners and wider Authority colleagues on internal communications and media and PR issues.
3. Works closely with the Design and Information Manager on matters relating to publications, newsletters, and online content
4. Works closely with the Senior Communications Officer and Communications Team colleagues to ensure messaging, design and branding is coordinated and consistent.
5. Provides briefings, advice, training and support to colleagues, members and partners taking part in media interviews.
6. Liaises with staff across all directorates, Visit the Broads Marketing Steering Group and other partners presenting story ideas and the strategic direction of PR and content.
7. Works closely with other members of the Communications Team in developing and managing all story ideas and content

Person Profile

Specification	Essential	Desirable
Education & Qualifications	<ul style="list-style-type: none"> ▪ Educated to degree or equivalent level NCTJ or equivalent professional qualification. 	<ul style="list-style-type: none"> ▪ Professional media training ▪ Digital and social media training
Specialist Knowledge & Skills	<ul style="list-style-type: none"> ▪ Three years' experience within a busy communications team producing and sharing content and/or managing a range of media issues on a daily basis. ▪ Highly developed writing skills and significant experience of rewriting information provided, including in-depth technical and sensitive subject matter, into reader-friendly jargon-free, inspirational and exciting copy ▪ Experience and up-to-date knowledge of working with digital media ▪ Analytical skills to produce media engagement reports. ▪ Sound knowledge of accessibility requirements 	<ul style="list-style-type: none"> ▪ Sound understanding of data protection and privacy issues coupled with the ability to interpret and implement appropriate procedures. ▪ Understanding of the work and statutory purposes of the Broads Authority.
Mental Skills	<ul style="list-style-type: none"> ▪ Will need to develop and manage short to long-term media, press and PR campaigns and strategic solutions to communicating with and engaging a variety of audiences on a number of topics, including controversial and difficult subjects ▪ High degree of creative thinking to develop innovative ideas to ensure communications with target audiences in an effective and compelling way. 	

Specification	Essential	Desirable
<p>Interpersonal & Communication Skills</p>	<ul style="list-style-type: none"> ▪ Exemplary media handling skills necessary to develop productive relationships with sometimes challenging journalists and ensure positive press for the Authority and the Broads, maintaining a good public image, particularly through times of difficulty. ▪ Will need to advise and persuade internal and external stakeholders, including senior managers, members, contractors and partners, on appropriate media and PR management relating various issues and use high levels of diplomacy and influence to effect a solution. ▪ Highly developed skills in interpreting a variety of complex and technical (including scientific) information, and translating it in an accessible, engaging way for a range of audiences. 	
<p>Physical Skills</p>	<ul style="list-style-type: none"> ▪ Good keyboard skills to ensure that content of press releases, newsletters, publications and PR campaign materials is accurate and free from errors. 	

Specification	Essential	Desirable
Initiative & Independence	<ul style="list-style-type: none"> ▪ Will need to regularly use a high degree of own initiative and respond decisively to manage highly sensitive public relations issues and press queries in timescales of less than a day and without referral to a manager. ▪ Able to research and create compelling, creative content, relevant to our audiences whilst achieving the Authority's objectives ▪ Exercise sound judgement regarding media responses, statements and interviews seeking Manager approval on serious reputational issues . 	
Physical Demands	<ul style="list-style-type: none"> ▪ Primarily desk-based with lengthy periods of time at desk necessary to input significant written content. ▪ Significant time spent in remote locations and taking part in activities in the broads landscape to generate content, stories and further understanding of the area. ▪ Attend and assist at events such as the Norfolk show – setting up equipment and engaging with the public. 	

Specification	Essential	Desirable
Mental Demands	<ul style="list-style-type: none"> ▪ Will need to focus for lengthy periods of time and manage a high volume of work to tight daily deadlines to effectively manage press, stakeholder and public reputation issues and demands. ▪ Will need to reprioritise work daily to respond to urgent ad hoc demands from internal and external stakeholders and media enquiries to communicate timely, sometimes urgent, messages. ▪ Will need to manage conflicting objectives of differing stakeholder demands and find the most beneficial solution to all. 	
Emotional Demands	<ul style="list-style-type: none"> ▪ As the key media contact within the communications team the postholder will be required to regularly manage and instantly respond to challenging, demanding and sometimes hostile press enquiries and occasionally deal with upsetting incidents of media interest. ▪ The postholder will also be required to regularly manage and respond to confrontational communications from internal and external stakeholders and members of the public. This may be face to face, telephone or online. 	

Specification	Essential	Desirable
Responsibility for People	<ul style="list-style-type: none"> ▪ Will be responsible for developing, creating and actively managing advice, information and guidance about the Broads, Broads tourism businesses and the Broads Authority on various matters including, safety, planning, navigation and key visitor information to members of the public across a range of publications and events which would significantly affect the experiences of visitors, stakeholders and businesses. ▪ Responsible for managing journalists and camera crews on site visits ▪ Advise and support colleagues taking part in media interviews 	
Responsibility for Supervision	<ul style="list-style-type: none"> ▪ Required to brief, advise and train staff at all levels in media interview techniques ▪ Responsible for checking others' contributions to press releases, publications and PR campaign materials. 	
Responsibility for Financial Resources	<ul style="list-style-type: none"> ▪ Responsible for sourcing, costing and ensuring best value contractor work as necessary for promotional campaign work, publication and newsletter production. 	

Specification	Essential	Desirable
Responsibility for Physical Resources	<ul style="list-style-type: none"> ▪ Responsible for managing, processing, updating and storing significant quantities of archived media management and analysis reports relating to the Broads Authority and Broads National Park. ▪ Responsible for maintaining and updating published/online assets. ▪ Responsible for maintaining and updating a database of key journalism and press contacts and/or administration of journalism database services 	
Working Conditions	<ul style="list-style-type: none"> ▪ Mainly office based with frequent site visits. ▪ Will need to manage demanding members of the media, difficult external stakeholders and members of the public disputing the content of press releases, blog posts and media responses. 	

Last updated: 17 April 2026