



JOB DESCRIPTION: STORIES, CONTENT AND PRESS OFFICER

Blesma, The Limbless Veterans is the national charity and membership association for limbless serving and ex-service men and women and their dependants.

We help all wounded servicemen and women who have lost limbs, the use of limbs or eyes, to rebuild their lives by providing rehabilitation activities and welfare support.

Blesma campaigns for our veteran's rights and looks after individuals and their families by offering a comprehensive grants and welfare system. Rehabilitation, support, counselling and care are the four principle foundations of our organisation. Together, we can help our men, women and their families face the challenges ahead with renewed confidence and self-belief.

The **Stories, Content and Press Officer** produces engaging creative story telling of our Members, produces content for print and online and is an important touch point with the press.

Current holder

Main purpose Support Blesma's Strategic aim and objectives by delivering effective communications both outside and within the Association

Location Work out of 115 New London Road, Chelmsford Essex but role does require you to travel. Hybrid working with three days per week in the Chelmsford office.

Responsible to Operations Director

Salary and Benefits £30000 rising to £31500 upon completion of six month probation.

Contract Permanent

Holidays 25 days per annum, plus statutory holidays

Equal Opportunities Blesma is an equal opportunities employer and commitment to this is expected.

Full details of Conditions of Employment are set out in Blesma's Employment Contract, the main features of which are standard for all staff.

JOB SUMMARY

Primary Purpose

A proactive role which requires the seeking out and telling of stories, keeping abreast with the many and varied pursuits of both Members and supporters and the work of the Association for Blesma's publicity channels across digital and print.

To recognise and produce great news and human-interest stories, content and features, identifying opportunities for local and national press and Search Engine Optimized (SEO) stories that affect Blesma's beneficiaries and resonate with the public, driving donations and awareness whilst supporting the charity's aims to highlight its work.

Main Duties

Stories and Content

- Edit, proof, interview, write content for bank of stories advising and guiding team and organisation on their use
- Liaise with external creative agency and external consultants to pitch, plan and produce news stories and features for Blesma's magazine and news bulletin.
- Produce a news flat plan for the Blesma magazine 'news section pages', working closely with the editors on other content.
- Liaise with the Operations Director and Head of Fundraising to share fresh and original case studies for direct mailing campaigns
- Input into production of online stories and the communications newsletter.

Social media

- Participate in producing and coordinating content for Blesma's social media channels using the content calendar and reviewing the performance analytics.

SEO

- Produce content for website and ensure that content is search engine optimised (SEO).

Press

- Responsible for monitoring press performance with media monitoring software, reporting on this to staff.
- Liaison with journalists to help advance the work of the charity and assist with their inquiries. Build and strengthen relationships and networks with journalists
- Identifying case studies and spokespeople required by press or internal departments
- Produce and circulate press releases locally and nationally to highlight the work of the Association and individual Members, as well as raising awareness for the Charity and its work.

Other

- Responsible for suggesting award nominees and producing award applications with the team.
- Ensure the communications team and wider staff are up-to-date on a wide range of news, activities and events across the Association
- Build relationships with all staff members, Blesma Members and supporters to tell the stories of the Association's work internally and externally
- Willing to occasionally work unsociable hours, travel and stay away from home as required. General administration including answering the communications team's telephones and answering press enquiries via phone calls or emails.
- Support all departments with regards to Public Relations and Communications tasks

Skills

- Excellent communication skills including face to face, written and phone.
- Strong, confident interviewing and writing skills.
- Strong IT skills including knowledge of Windows, MS office, and Photoshop.

- Experienced in using Hootsuite, Media monitoring tools, and social media analytics
- Exceptional time management and prioritisation skills, working to tight deadlines and calm under pressure

Knowledge

- Understanding of the charity sector
Understanding of Blesma’s vision, purpose, and achievements
- Strong working knowledge of press and PR across print and broadcast
- Understanding of Search Engine Optimisation and the ability to integrate SEO techniques when producing content
- Understanding of the military, disability sectors
- Strong understanding of diversity and sensitivity
- Understanding of permissions and consent in media

Other

- Full driving licence

This job description covers the main tasks expected to be involved in undertaking the job and the main characteristics and qualities required of the jobholder. It is not meant to be all embracing and other tasks may be assigned to the jobholder as necessary and/or operational needs dictate.

PERSON SPECIFICATION

	Essential	Desirable
Background		
Educated to degree level or equivalent	•	
Good level of numeracy		•
Full UK Driving Licence	•	
IT skills with knowledge of Word, Excel, Outlook and Internet	•	
PR/ communications related professional qualification	•	
Understanding of the national news and social environment and changing trends in the voluntary sector		•
Experience		
Experience of working in a PR or Communications role	•	
Experience of conducting interviews	•	
Experience of using databases such as Meltwater or Vuelio	•	
Proven ability to manage own time and workload	•	
Impressive writing and communication skills	•	
Solid experience of how social media channels operate	•	
Experience of how media channels operate and how to gain media coverage	•	
Proven ability on getting traction with SEO		•
Traits		
Passion for Blesma’s cause and work	•	
Desire to grow and develop your skills	•	
Team player with a confident manner; a professional, flexible, positive person	•	
Close attention to detail	•	
Tenacity, drive, determination	•	

Excellent social skills and cultural understanding	•	
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