



BRITISH FENCING

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JOB DESCRIPTION: MEDIA OFFICER/MEDIA PARTNER

Title:	Media Officer/Media partner
Remuneration:	To be negotiated
Hours of work:	Project as required
Department:	Operations
Location:	Home based
Responsible to:	CEO
Contractual status:	To be negotiated
Start date:	September 2010
Issue date:	August 2010

MAIN PURPOSE:

The aim of this role is to manage and co-ordinate all aspects of British Fencing's media presence.

RESPONSIBILITIES:

The responsibilities of the Media Officer/Partner are to be the principal media contact for British Fencing and to work with the CEO and Board members to define a strategy for media.

This will include, without limitation, the following:

- To liaise with the media and respond to enquiries.
- To write writing press releases and news articles to deadline - estimated at c. 4 per month.
- To manage and oversee the organisation's digital and e-communications (i.e. Facebook, Twitter, www.britishfencing.com etc.).
- To monitor press and broadcast coverage and brief the CEO.
- To arrange press conferences, news briefings or interviews as and when required.
- To work with the CEO to manage media interface in crisis situations.
- To contribute to BFA publications, web-site, and promotional material
- with the CEO and other senior staff develop and implement press and PR strategies;
- To liaise with key partners (such as DCMS; BOA; UK Sport; Sport England; Youth Sport Trust), sponsors and other partner bodies as necessary.
- Manage British Fencing's visual media (photography and film).

PERSON SPECIFICATION:

Key skills, experience and qualifications required:

- Membership of a relevant professional body.
- Experience of sports media or sports PR at an international level.

- High standard of written English.
- Highly competent in digital communications
- Experience of fencing at an international level.
- Prepared to travel and to represent British Fencing abroad.
- Wide ranging national media contacts.
- Knowledge of media law, copyright and libel.

Behavioural competencies and qualities required:

- Behaves at all times in a professional manner and displays the following principles: selflessness, integrity, objectivity, accountability, openness, honesty and leadership.
 - Ability to work positively within a team and manage relationships.
 - Strong interpersonal and communication skills
 - Commitment to the sport and organisation.
 - Willingness to devote the necessary time and effort.
 - Willingness to be an ambassador for the organisation and the sport.
 - Willingness to be available for advice and enquiries on an ad hoc basis.
 - Ability to handle confidential and highly sensitive issues.
 - Availability for all major international and domestic events in Great Britain.
 - Ability to work effectively as a team member but equally comfortable working on own initiative.
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British Fencing is committed to providing equal opportunities for all and is committed to following best practice in the welfare of young people and vulnerable adults. For further information please consult: www.britishfencing.com.

We want to ensure that everyone has the opportunity to receive clear, understandable information from British Fencing. If you require this in an alternative format please contact BF Head Office.

To apply for this position, or for further information, please send a CV or company brief explaining why you or your company may be suitable for this specific role to headoffice@britishfencing.com or post to BRITISH FENCING, 1 BARON'S GATE, 33-35 ROTHSCHILD ROAD, LONDON. W4 5HT.