

## Role profile

### Role Details

Role Title	Press Officer
Band	5
Civil Service equivalent Grade	HEO
Success Profiles behaviours Level	3
Business unit	Communications
Reporting to	Media Relations Manager
Date produced or updated	November 2018

### Purpose of Role

To support the delivery and development of NS&I's PR (Public Relations) plan – proactively identifying opportunities for positive media coverage – across digital, print and broadcast and taking an active part in managing issues reactively. To maximise the use of internal data and consumer research in external communications, supporting defined business outcomes.

### Key responsibilities

#### **Media & Public Relations**

- Develop proactive media stories and campaigns for brand and product-related PR
- Sell-in NS&I led stories to the media (for example promoting NS&I's direct channels)
- Take an active role in NS&I's press office service, responding to media enquiries, becoming a key contact for PF journalists and identifying opportunities to engage key journalists
- Work with colleagues across the business, including Customer Experience, the operations team, call centre teams and Brand to keep them informed of media activity, and horizon scan for issues that may affect the media team
- Support the media team to manage reputational issues. Draft lines to take as agreed and attend relevant meetings as required

#### **Integrated Communications**

- Ensure that media campaigns/stories are aligned with wider marketing and digital activity
- Ensure that content for digital channels supports or compliments PR activity, generating content where appropriate.
- Assist in developing customer case studies for use across the business
- Copy-write for social media platforms and NS&I websites

#### **Consumer Research**

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- Play a key role in developing and promoting NS&I's consumer research – developing research subjects, drafting questions, analysing data, drafting press releases, blogs and social media content, and selling-in stories
- Suggest appropriate external partners/stakeholders to increase value of research and sell-in stories maximise coverage
- Develop the use of other data (internal/customer/market) to promote NS&I or support campaigns.

### **Evaluation**

- Ensure evaluation is planned for all activities – with learning fed back into new campaigns.

### **Team Support & Internal Networks**

- Ensure that the press office has efficient and well managed processes, such as media contact logs, key message cribs etc.
- Build relationships with internal teams across the business

## Relationships

Areas with which the post interacts:

Internal	External
<ul style="list-style-type: none"><li>• Retail and Partnership team (especially Product, Marketing)</li><li>• Research and Competitor Intelligence teams</li><li>• Customer Experience team</li><li>• Social media team</li><li>• Business Insight team (Evaluation)</li><li>• Financial Intermediaries team</li><li>• Brand team</li><li>• Complaints team</li><li>• Compliance team</li></ul>	<ul style="list-style-type: none"><li>• Third party suppliers including media monitoring agencies, evaluation suppliers</li><li>• HM Treasury</li><li>• External stakeholders where appropriate</li></ul>

## Person specification

### **Essential:**

#### **Experience**

- Experience of working in a busy PR team, agency or within another communications function
- Good working experience of social media content creation, monitoring and media relations

#### **Technical knowledge and skills**

- Good knowledge of UK consumer media outlets, social media platforms and media database tools
- Ability to analyse market research and extract key newsworthy data

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- Excellent written and verbal communication skills and the ability to master technical, financial and business information and communicate it simply and effectively to external audiences – in a compliant way that meets all regulatory requirements
- A self-starter with a strong news sense and ability to be efficient, professional and diplomatic with a strong desire to communicate the positive stories about NS&I to all external stakeholder groups
- Ability to manage competing priorities and support colleagues
- Ability to act as spokesperson for print/radio where appropriate
- Ability to deal confidently and develop good working relationships with journalists from a variety of media
- Knowledge of evaluation methods and systems - including social media/Google Analytics – and the ability to evaluate media coverage and social media activity

### **Desirable**

- Knowledge of financial services and/or a retail environment, ideally experience of working in a regulated environment

## Civil Service Behaviours in the Success Profiles Framework - Level 3

We will select against the following specific Behaviours in recruitment

- Seeing the Big Picture
- Communicating and Influencing
- Working Together
- Managing a Quality Service
- Delivering at Pace

### **Seeing the Big Picture**

Understand the strategic drivers for your area of work. Align activities to contribute to wider organisational priorities. Remain alert to emerging issues and trends which might impact your work area. Seek out and share experiences to develop knowledge of the team's business area. Understand how the strategies and activities of the team create value and meet the diverse needs of all stakeholders.

### **Changing and Improving**

Work with others to identify areas for improvement and simplify processes to use fewer resources. Use technology where possible to increase efficiency. Encourage ideas for change from a wide range of sources. Clearly explain the reasons for change to colleagues and how to implement them, supporting individuals with different needs to adapt to change. Encourage an environment where colleagues know that they can challenge decisions and issues safely. Take managed risks by fully considering the

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varied impacts changes could have on the diverse range of end users.

### **Making Effective Decisions**

Understand own level of responsibility and empower others to make decisions where appropriate. Analyse and use a range of relevant, credible information from internal and external sources to support decisions. Invite challenge and where appropriate involve others in decision making. Display confidence when making difficult decisions, even if they prove to be unpopular. Consult with others to ensure the potential impacts on end users have been considered. Present strong recommendations in a timely manner outlining the consideration of other options, costs, benefits and risks.

### **Leadership**

Ensure colleagues and stakeholders have a clear understanding of objectives, activities and time-frames. Take into account different individual needs, views, and ideas, championing inclusion and equality of opportunity for all. Consider the impacts of own and team's activities on stakeholders and end users. Role-model commitment and satisfaction with role. Recognise and praise the achievements of others to drive positivity within the team. Effectively manage conflict, misconduct and non-inclusive behaviour, raising with senior managers where appropriate.

### **Communicating and Influencing**

Communicate in a straightforward, honest and engaging manner, choosing appropriate styles to maximise understanding and impact. Encourage the use of different communication methods, including digital resources and highlight the benefits, including ensuring cost effectiveness. Ensure communication has a clear purpose and takes into account people's individual needs. Share information as appropriate and check understanding. Show positivity and enthusiasm towards work, encouraging others to do the same. Ensure that important messages are communicated with colleagues and stakeholders respectfully, taking into consideration the diversity of interests.

### **Working Together**

Encourage joined up team work within own team and across other groups. Establish professional relationships with a range of stakeholders. Collaborate with these to share information, resources and support. Invest time to develop a common focus and genuine positive team spirit where colleagues feel valued and respect one another. Put in place support for the wellbeing of individuals within the team, including consideration of your own needs. Make it clear to all team members that bullying, harassment and discrimination are unacceptable. Actively seek and consider input of people from diverse backgrounds and perspectives.

### **Developing Self and Others**

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Identify capability gaps for self and team. Ensure development objectives are set and achieved to address any gaps and enable delivery of current and future work. Take time to coach, mentor and develop other colleagues to support succession planning. Promote inclusiveness by respecting different personal needs in the team and use these to develop others. Reflect on own work, continuously seek and act on feedback to improve own and team's performance.

### **Managing a Quality Service**

Develop, implement, maintain and review systems and services to ensure delivery of professional excellence. Work with stakeholders to set priorities, objectives and timescales. Successfully deliver high quality outcomes that meet the customers' needs and gives value for money. Identify risks and resolve issues efficiently. Involve a diverse range of colleagues, stakeholders and delivery partners in developing suggestions for improvements. Establish ways to find and respond to feedback from customers about the services provided.

### **Delivering at Pace**

Show a positive approach to keeping the whole team's efforts focused on the top priorities. Promote a culture of following the appropriate procedures to ensure results are achieved on time whilst still enabling innovation. Ensure the most appropriate resources are available for colleagues to use to do their job effectively. Regularly monitor your own and team's work against milestones ensuring individual needs are considered when setting tasks. Act promptly to reassess workloads and priorities when there are conflicting demands to maintain performance. Allow individuals the space and authority to meet objectives, providing additional support where necessary, whilst keeping overall responsibility.