

Role Title: Communications/Policy Officer	Responsible to: BCVA Board
Department: Mostly home office based with a need to visit BCVA office and other locations on an ad hoc basis	Hours: The job is flexible to suit the right candidate. Applicants will also require flexibility to be available at certain key busy times
<p>Purpose of Role:</p> <p>To maintain and develop effective relations with the media and other external stakeholders in order to raise the profile of BCVA, and effectively communicate BCVA's policy priorities and services.</p> <p>To facilitate the development of veterinary policy through engagement with BCVA Board and members.</p>	
<p>Key Responsibilities:</p> <p>Working with BCVA Board members and secretariat to develop and implement end-to-end media campaigns leading to appropriate national, regional and trade coverage.</p> <p>Responding to media enquiries effectively and to deadline, working with colleagues and BCVA spokespeople as necessary and appropriate.</p> <p>Drafting communications - quotes, news releases, and other written material - for a range of outlets and audiences.</p> <p>Actively contributing to BCVA's overall social media activity; developing the use of Twitter and other social media tools and tactics.</p> <p>To research and draft policy statements, consultation responses and website content on relevant policy issues bringing together members' views, evidence and information.</p> <p>To carry out any other duties consistent with the role as required.</p>	
<p>Scope of role:</p> <p>On a day-to-day basis, with a minimum of supervision, organise and plan own workload with guidance from BCVA Officers.</p> <p>Take a proactive and strategic approach to policy development, working closely with the BCVA officers, committee chairs and members.</p> <p>Plan for longer term events and communications initiatives in conjunction with BCVA Board members and secretariat.</p> <p>Required to work calmly under pressure and to short deadlines.</p>	

People:

No line management responsibility.

Liaison with BCVA Officers and secretariat.

Initiative/innovation:

Developing and implementing creative ideas to effectively engage target audiences using online and offline media.

Ensuring BCVA policy and position statements are up to date and relevant.

Resources:

No direct budgetary responsibility.

Influence/impact:

The news and campaigns sections of BCVA's website are up to date, useful and effective in engaging our target audiences.

BCVA is seen to respond appropriately and in a timely fashion.

Knowledge, skills and expertise:

- Excellent policy skills, including research, analysis and strategic thinking
- Excellent oral and written communication skills
- Good organisational skills
- Experience of working with committees within a membership organisation (desirable)
- Experience of policy work (desirable)
- Graduate level education. A Bachelors degree or equivalent and an interest in science would be hugely beneficial
- Ability to work with minimum supervision
- Experience in a media relations or broader communications role
- Excellent communication and interpersonal skills and ability to convey complex messages in a concise and effective manner
- Excellent IT skills
- Experience of using social media in a PR context, especially Twitter
- Ability to work flexibly, under pressure and to short deadlines
- Ability to work as part of a team and establish collaborative relationships with internal and external stakeholders
- Confident, self-motivated, conscientious and with excellent attention to detail