

## JOB DESCRIPTION

<b>Job title:</b>	Press Officer
<b>Department:</b>	Communications and International
<b>Job holder reports to:</b>	Senior Media Manager
<b>Other staff responsible for:</b>	N/A
<b>Name of current holder:</b>	

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### PURPOSE OF POST:

- To promote SMMT and the UK automotive industry to ensure a positive public profile through media coverage and events.
- To liaise with member companies, internal departments and stakeholders to identify news and communications opportunities to support the delivery of SMMT's communications objectives and business plan.
- To build and maintain positive media relationships and respond efficiently and effectively to media enquiries to support the delivery of a first-class press office service.

### QUALIFICATIONS / SKILLS / ATTRIBUTES REQUIRED BY JOB HOLDER:

(Describe with referent to abilities/qualifications such as report writing, oral presentation, accuracy, reliability, administrative, interpersonal, confidentiality, computer use, professional, managerial, languages etc)

- A clear understanding of SMMT's role in the industry, and member requirements.
- An understanding of automotive issues, the national news agenda and public affairs.
- Education to degree level or beyond.
- Outstanding organisational skills and the ability to multi-task.
- First-class written and verbal English skills.
- Strong interpersonal abilities and the ability to forge and maintain relationships.
- A positive and enthusiastic approach to team work.
- Ability to work on own initiative and under pressure to deliver to tight deadlines.
- A clear understanding of media requirements.
- Competent IT skills –Word, Excel, PowerPoint, Outlook and Internet Explorer.
- Confidentiality and diplomacy.

**MAIN DUTIES INCLUDE:**

- Help to develop and uphold a digital and social media strategy to promote the work of SMMT. Assist, where needed with other SMMT Group digital properties (Motor Codes, Industry Forum) and the Automotive Council.
- Identify, produce and edit news and other content, ensuring messages and branding is consistent with the broader communications activity.
- Ensure all relevant web content is coordinated and effectively communicated through the site homepages and all digital channels (websites, social media, blogs etc).
- Identify and activate opportunities to develop the SMMT group’s digital media activity to support the delivery of SMMT’s business objectives.
- Liaise with the IT department on any day-to-day developments of SMMT’s websites. [Note: The IT and Membership department are responsible for the functionality of the members area of the website and anything beyond the login process]
- Produce regular statistics and reports on the use of all digital media channels.
- Respond effectively and efficiently to media enquiries of all types, facilitating spokespeople for comment as appropriate and in accordance with SMMT policy.
- Under the guidance of the Director of Communications and International and/or Senior Media Manager, project management of specific issues, developing key messages and activity plans to deliver the appropriate profile for the issue, SMMT and member companies.
- Produce monthly press releases on car registrations, manufacturing and pre-registration figures and writing other press releases and articles as required.
- Proactively build and maintain media relationships, identifying news angles and pitching stories continuously striving to increase SMMT’s media profile.
- Attend meetings, events and exhibitions relating to the sector as necessary, representing SMMT and its members as required.
- Liaise with members’ and stakeholders’ PR departments to improve the flow of information.
- Ensure relevant media information is disseminated internally at SMMT and to SMMT members.
- Assist with vehicle schedule for the SMMT showroom to showcase the British Automotive Industry
- Other duties as required.
- Please note, the role may require out of hours work including media calls and event attendance. There is a duty press office system in place.

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SIGNED: ..... DATE: .....  
(JOB HOLDER)

SIGNED: ..... DATE: .....  
(DEPARTMENT HEAD)