

**Press and Celebrity Officer – BUPA Great Run Series
Information pack
November 09
12 month contract**

Press Officer information pack

Alzheimer's Society Information for Candidates

Alzheimer's disease and dementia

Alzheimer's Society is concerned with all forms of dementia, of which Alzheimer's disease is the most common. Structural and chemical changes in the brain are responsible for the devastating effects of dementia which include deterioration of memory, confusion over time and place, changes in personality and behaviour together with the loss of everyday skills such as driving or telling the time and, as the disease progresses, the ability to wash or dress or even recognise friends.

More than 700,000 people in the UK have some form of dementia - one in 14 of those aged 65 or more and one in six of the over 80s. As the population ages we expect this figure to rise and demand for specific services to grow.

Alzheimer's Society

Alzheimer's Society is the leading national care and research charity for people with all forms of dementia, their families and carers. We offer support, give information and advice, run day care and home care services, campaign for adequate benefits, proper assessment and high quality care and we fund research into the causes and possible treatments for dementia.

The Society delivers its services through a combination of national and local activity and last year provided help to over 100,000 people. At a local level, over 230 branches provide a remarkable range of services to people affected by dementia. We employ over 1,700 staff and benefit from the time and commitment of up to 5,000 volunteers.

BUPA Great Run series

Alzheimer's Society has been nominated as the charity of the year for 2010 BUPA Great Run Series - which includes the world's largest half-marathon, the BUPA Great North Run. The Great Run Series comprises of nine runs throughout the year across the country. Alzheimer's Society is aiming to raise over £1 million for the charity, making it the organisations flagship partnership of 2010.

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Alzheimer's Society

Job Description

Press and Celebrity Officer – BUPA Great Run Series

One year contract

Salary: circa £29,000

Location: Tower Hill

Main purpose of job

To develop and implement the BUPA Great Run Series public relation's strategy.

To provide a high quality media service to the Alzheimer's Society in order raise the Society's profile and promote its aims, activities and interests.

Position in organisation

The Press and Celebrity Officer – Great Run Series will report to the Senior Press Officer. All celebrity elements of their role will be managed by the Celebrity Manager. He/she will be a member of the external affairs directorate.

The Press and Celebrity Officer will be required to work closely with other members of the press team, the celebrity manager, the events team and the Great Run Series Project Group. He/she will work closely with many members of the fundraising department.

He/she will be required to work with the regional campaigns and media officers.

This post has no direct line reports.

The scope of the job

This is a key role in delivering the media programme of the largest Alzheimer's Society's event partnership

The post holder will be expected to represent the Alzheimer's Society to external audiences and liaise directly with journalists

Press and Celebrity Officer will be required to manage, develop and secure celebrities and often accompany them to key events

This post is key to raising the profile of the Alzheimer's Society and increasing understanding of dementia in the public domain.

Dimensions and limits of authority

As a specialist in media, the post holder will be expected to work largely on his/her own initiative. He/she will be required to work autonomously on BUPA Great Run Series press work.

The post holder comes into contact with almost every other department and works with colleagues at senior levels.

Press and Celebrity Officer – BUPA Great Run Series must represent the Alzheimer's Society and will be required to manage and build relationships with key external figures.

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Duties and key responsibilities

Manage BUPA Great Run Series Media Plan

1. Develop and implement BUPA Great Run Series media plan
2. To respond to all media enquiries on the BUPA Great Run Series
3. To draft press releases and ensure their effective follow up
4. To promote the Society in the national and regional press and radio, on television and in periodicals as well as other identified media
5. Act as the main media liaison between the Alzheimer's Society, BUPA and the Great Run Series team
6. Source case studies and support volunteers in media work, providing advice and media training
7. Co-ordinate BUPA Great Run Series media relations activity with other staff and volunteers across the organisation, including regional campaign and media officers
8. Develop press lists and identify media targets
9. Support the press assistant in monitoring, reporting and evaluating the Society's media coverage for the project
10. Represent the Society, its policies and views at meetings with external agencies and other bodies as requested
11. Contribute effectively to the provision of a 24/7 media service to staff and the media during BUPA Great Run series events
12. Arrange press conferences, photo calls and events for the launch of the BUPA Great Run Series and regional events throughout the year
13. Carry out research and prepare background briefings for media campaigns
14. Write articles and other materials when required for internal and external publication. This will include material for publication via the Society's newsletter and web site
15. To represent the Society internally and externally as required. He/she will be required to attend running events as required
16. Provide reactive press support to the rest of the press team as appropriate
17. Take on additional duties as required
18. To give talks and presentations to interested groups

Co-ordinate the use of celebrities to support BUPA Great Run Series

19. Develop a plan for the use of high profile supporters for the BUPA Great Run Series, in collaboration with the celebrity manager
 20. Research potential high profile supporters and develop creative media plans for their use
 21. Target new celebrity supporters on behalf of the Society, prepare all proposals and approach (directly or via agents) to secure support
 22. Ensure a first class service for all celebrities who give their time to the Alzheimer's Society, with an emphasis on excellent planning and clear communication
 23. Brief celebrity supporters on the work of the Alzheimer's Society and the events
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24. Manage all logistical arrangements for celebrities supporting Society events
25. Manage and administer celebrity database
26. Ensure that celebrities involved in the BUPA Great Runs Series events are then engaged in further support for Alzheimer's Society
27. Carry out all administrative tasks associated with press and celebrity attendance at the running events

Financial responsibility

Manage and control media budgets as assigned by the Senior Press Officer/Celebrity Manager. To ensure all financial policies are complied with.

Management of staff

No direct reports but this role will be required to manage volunteers, including high profile volunteers

Wider Society brief

This role contributes directly to the success of the Alzheimer's Society in raising awareness of dementia. It also has a direct impact on the success of many other departments across the organisation.

At times the Press and Celebrity Officer will be asked to work on wider media and celebrity projects and be a full part of the central press team.

To undertake any other duties commensurate with the grade and nature of this post

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1. Alzheimer's Society

Person Specification: Press and Celebrity Officer – BUPA Great Run Series

All of the following requirements are essential and will be assessed from a combination of information provided from the application form, extended interview process, panel interview and references:

SKILLS:

A good understanding of the media and its requirements

A passion to enable others to utilise the media

First class organisational skills and ability to prioritise

Ability to research, target and recruit high profile supporters

Excellent attention to detail

Experience of assimilating detailed information about the Society's campaigns and policy positions and communicate them. Developing media messages, and briefing spokespeople, including high profile supporters

Strong interpersonal, presentation, promotion and communication skills, including good writing skills

Ability to communicate effectively to a wide range of audiences

Ability to manage a project across a geographically dispersed organisation

Ability to influence staff and volunteers who may have different priorities to achieve common goals

The post-holder will have a successful track record in a media or PR role within the voluntary sector with strong team player skills and professional flair. He/she will be able to demonstrate:

- (a) Delivering results to specific targets
- (b) Managing, briefing and supporting celebrities to support fundraising and media events
- (c) Experience of developing and implementing media strategies
- (d) A commitment to meeting the needs of service users, both in-house and externally

Sufficient IT skills to under standard Microsoft Office software, including outlook, word, excel, access and powerpoint.

Previous use of media monitoring and distribution systems

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KNOWLEDGE:

Comprehensive knowledge of communicating across different media.

Briefing those to be interviewed

Identifying appropriate organisational spokesperson, including high profile supporters

Training (directly or indirectly) people in working with media

Influencing, tact, diplomacy and persistence

ABILITIES:

Able to plan ahead, prioritise and deliver to tight timescales

Able to build positive relationships with volunteers and staff across the Society

Ability to motivate and empower staff and volunteers to engage with the media

Able to demonstrate a consistent approach towards others and operate with confidence and integrity

Able to manage relationships with celebrity volunteers and event participants

Able to network effectively with celebrities and their agents

Able to demonstrate the drive necessary to achieve results and remain undaunted by setbacks

Ability to work autonomously using own initiative as well as being part of a team

QUALIFICATIONS AND SPECIAL CIRCUMSTANCES:

Minimum 2 years experience working in a media or PR capacity, ideally but not essentially within the charity sector

Ideally experience of working with celebrities and their agents

Degree or equivalent level qualification required. Journalism or PR qualification desirable.

Able to travel throughout England and to Wales and Northern Ireland and undertake evening work and overnight stays as required.

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Support the media team to deliver a 24/7 media service, as required
