

**ROLE DESCRIPTION**

<b>Role Title</b>	<b>National Media Volunteer Placements</b>
<b>Position</b>	<b>Volunteer</b>
<b>Team</b>	<b>Media and Public Affairs</b>
<b>Direct Report</b>	<b>Media Officer</b>
<b>Duration</b>	<b>1<sup>st</sup> November – 31<sup>st</sup> March 2013</b>
<b>Location</b>	<b>Central London</b>

**PURPOSE OF ROLE**

Are you interested in a career in PR and looking to get your first foot in the door? If so, a Volunteer Placement on the Comic Relief Media Team is a perfect opportunity for you! You will provide support to the national media team, helping to deliver excellent exposure for the exciting upcoming campaign, Red Nose Day 2013. You will receive full training and support, and experience of working on a busy campaign for a national charity brand. You will be a highly motivated individual, looking for useful practical experience working in a PR team.

**SPECIFIC ACCOUNTABILITIES**

<b>Marketing &amp; Media</b>	<ul style="list-style-type: none"> <li>• Support the Media Assistants and Media Officers to research media ideas and opportunities, applying your understanding of the target audiences to help achieve campaign objectives.</li> <li>• Assist Media Assistants with management of the database of existing and potential media contacts for the campaign, ensuring details are correct and up to date.</li> <li>• Work with national media team to come up with creative ideas to help promote fundraising activities, in support of campaign objectives.</li> <li>• Under the guidance of Media Officers, work with key media (including BBC journalists, TV, radio, print and online networks) to deliver coverage that supports the key messages of the campaign.</li> <li>• Under the guidance of the Media Officers, assist with copy writing and editing documents for media purposes, using your attention to detail to ensure content is clear and accurate, and supports campaign messages.</li> <li>• Read, watch and listen to target media outlets, and proactively seek out and suggest opportunities for media coverage that promotes Red Nose Day and supports campaign objectives.</li> <li>• Assist the media team with the organisation and management of</li> </ul>
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	events, photocalls and celebrity activities.
<b>Administration</b>	<ul style="list-style-type: none"> <li>• Assist Media Officers and National Media Manager with information and administrative support as required to ensure the smooth running of the campaign.</li> <li>• Work with Media Assistants to set up and minute meetings as requested, ensuring files and records are complete and accurate for use on this and future campaigns.</li> <li>• Work with Media Assistants to organise media lists for mailings (electronic and postal) where necessary, ensuring that information going out is correct and deadlines are met.</li> <li>• Work with Media Assistants to scan, log and collate media cuttings, providing excellent, well-ordered files for the campaign's evaluation.</li> </ul>
<b>General</b>	<ul style="list-style-type: none"> <li>• Undertake any appropriate work delegated by Media Officers, National Media Manager, Nations and Regions Media Manager or Head of Media.</li> <li>• Share in Comic Relief's philosophy, participate as a full member of the Comic Relief team and support initiatives across the whole organisation as appropriate.</li> </ul>
<b>Additional information</b>	<ul style="list-style-type: none"> <li>• Reasonable lunch and travel expenses will be reimbursed.</li> <li>• Placement from 1<sup>st</sup> November 2012 to 31<sup>st</sup> March 2012</li> <li>• There are 5 placements within the Media and Public Affairs team on offer.</li> <li>• Full organisation induction and mentoring support will be provided.</li> <li>• Opportunities for additional Microsoft office training available.</li> </ul>

<b>PERSON SPECIFICATION FOR : National Media Volunteer</b>						
<b>POSITION: Volunteer</b>						
<b>EXPERIENCE</b>	<b>WHY</b>	<b>IMP.</b>	<b>App</b>	<b>Int</b>	<b>Test</b>	<b>Test Format</b>
Copy writing	To produce creative, accurate, on-message material for media or marketing purposes, that helps deliver coverage or exposure in support of campaign objectives.	Des	√		√	Written test
Some experience of media campaigns	Under close guidance from Media Officers, will need to help deliver campaign activities.	Des.	√	√	√	Group exercise
<b>JOB SKILLS</b>	<b>WHY</b>	<b>IMP.</b>	<b>App</b>	<b>Int</b>	<b>Test</b>	<b>Test Format</b>
IT literacy (MS Windows and MS Office)	Must be able to create and edit documents using word processing or spreadsheet software, and to store and retrieve them on the network. Must be able to use e-mail, an electronic calendar and the Internet effectively.	Ess.	√		√	Written test
Good interpersonal and communication skills	To be able to deal with enquiries from media and other stakeholders under the guidance of the Media Officers. To be able to speak clearly, confidently and politely on the telephone or at meetings. To be able to co-ordinate, check and present information accurately. Able to write clear emails or letters with accurate spelling and grammar.	Ess.	√	√	√	Group exercise
Time management	Can be relied upon to turn up for work on time, able to prioritise work in order to get important tasks completed by the appropriate deadline, allow sufficient time to prepare for important events or meetings and seek support when demands outweigh the available time.	Ess		√		
Attention to detail	To produce work which is consistently accurate, which makes sense and which fits the purpose for which it was intended.	Ess.			√	Written test
Research	To be able to understand the objectives of a research brief,	Ess.		√		

KNOWLEDGE	WHY	IMP.	App	Int	Test	Test Format
An understanding of basic media and marketing principles	identify and access appropriate information sources, and collate an appropriate amount of information within a given time frame. Demonstrates interest and desire to develop skills in this area.	Ess.	√	√	√	Group exercise
Aims and objectives of Comic Relief	Shows commitment and interest in CR.	Ess.		√		
An understanding of diversity	In order to promote a diversity throughout the organisation and externally.	Ess.		√		