



COMMUNICATIONS OFFICER: ROLE PROFILE

OVERVIEW

The British Wheel of Yoga is moving into a transformational phase in its growth as one of the UK's longest-serving yoga organisations, dedicated to a greater understanding of yoga and its safe practice through experience, education, study and training. This is an exciting creator opportunity to showcase your talent and our mission. From writing content for our new website to developing external communication campaigns, you will be working with a team passionate about yoga's potential as a force for good in the world.

ROLE TITLE: Communications Officer

HOURS: 37.5 Hours

SALARY: £25-27k

REPORTS TO: Head of Communications and Engagement

REPORTEES: None

WORKS WITH: The Communications and Engagement team

LOCATION: The British Wheel of Yoga, 25 Jermyn Street, Sleaford, NG347RU.
Will work remotely. Some travel for meetings and events required.

PR Officer Role Profile

MAIN DUTIES:

Part of the Communications and Engagement Team, the postholder will be responsible for a range of activities.

Deliver high-quality campaigns for traditional and social media:

- Develop PR campaigns and media relations strategies to build BWY brand values recognition with key audiences – from local news to global yoga publications and organisations
- Build on existing and develop a network of contacts across relevant traditional media, social media, bloggers and influencers
- Address inquiries from the media and other parties
- Distribute press releases and track impact
- Track media coverage and follow sector trends.

Create for internal and external audiences:

- Develop stand-out media packs tailored to the needs of wide-ranging media
- Create engaging copy for member publications, websites, social media posts etc
- Support the development of a podcast channel for the BWY
- Prepare and submit PR reports
- Write for and edit submitted articles for BWY's flagship magazine, Spectrum
- Manage and edit BWY's e-newsletter On The Pulse
- Contribute to the Communications and Engagement Strategy
- Have a working knowledge of DTP and editing software, For example, InDesign, Photoshop and Canva.

Collaborative working:

- Work closely with our Digital Content Officer to develop multi-platform media release packages for key promotions
- Collaborate with internal teams (e.g. Training) and maintain open communication with senior role holders and volunteer teams around the UK.

ESSENTIAL QUALIFICATIONS, EXPERIENCE AND QUALITIES FOR THIS ROLE:

Requirements

Experience

- Proven experience as a Communications or Public Relations Officer or similar PR role
- Managing media relations (online, broadcast and print)
- Writing and producing presentations and press releases
- Analysing media coverage
- Planning publicity strategies and campaigns
- Researching, writing and editing publications
- Dealing with media inquiries
- Proficiency in MS Office

Skills and qualities

- Strong communication ability (oral and written)
- Excellent organisational approach to working
- Ability to work well under pressure
- Creativity and positive problem-solving aptitude
- Confidence in organising photo opportunities and working with photographers
- Speaking publicly at interviews and presentations
- Providing membership leaders with information on new promotional opportunities and current PR campaigns' progress
- Able to travel for work when required
- Ability to manage and prioritise workload including meeting deadlines
- Ability to work under own initiative as well as having excellent teamwork skills
- An ability to 'see the bigger picture' and an understanding of how external influences can impact on our work
- A willingness to work outside normal hours on occasion, where necessary.
- Awareness of different cultures and heritage.

Qualifications

- Educated to degree-level or similar in journalism, PR, Communications or similar subject (equivalent qualifications and/or experience will be considered)
- A proven track record of commitment to CPD.

Desirable

- Experience of working in the charity sector
- Experience and/or knowledge of yoga
- Knowledge and/or understanding of the BWY
- Experience of working in a live environment, capturing rich content from events and exhibitions
- Experience of working with and briefing agencies and freelancers
- Experience training others on using equipment and software
- Familiarity with video/photo editing is a plus, using software such as Canva and / or Adobe suite – e.g. Photoshop and InDesign.

This role profile is not exhaustive; it will be subject to periodic review and may be amended to meet the changing needs of the business. The post holder will be expected to participate in this process and BWY would aim to reach agreement to any changes.

We are proud of and actively celebrate the UK's rich diversity and believe our teams should reflect our communities. Be that age, disability, ethnicity, gender, gender identity, religion or sexual orientation. We have a deep belief that inclusion and diversity create a more inspiring environment to work, where people are treated with respect and can be comfortable being themselves. We provide adjustments for individuals throughout the recruitment process and working career so you can be at your best. As an equal opportunities employer, we welcome applications from all suitably qualified persons and all appointments will be made on merit.

PR Officer Role Profile

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Page 4 of 3

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