



COMMUNICATIONS OFFICER: ROLE PROFILE

OVERVIEW

The British Wheel of Yoga (BWY) is moving into a transformational phase in its growth as the UK's longest-serving yoga organisation, 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 through media campaigns and help us develop our new website.

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.

Comms Officer Role Profile

©British Wheel of Yoga January 2022
25 Jermyn Street, Sleaford, Lincolnshire, NG34 7RU
CompanyRegistrationno:7030679 RegisteredCharity:1136674
w:www.bwy.org.uk t: 01529 306851

Page 1 of 3
31.01.2022

MAIN DUTIES:

Working with 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 Communications 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 media releases and track impact
- Track media coverage and follow sector trends.

Create for internal and external audiences:

- Develop stand-out media releases tailored to needs of wide-ranging media
- Create engaging copy for member publications, websites, social media posts etc
- Support development of a podcast channel for BWY
- Prepare and submit Communications 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, e.g. InDesign, Photoshop and Canva.

Collaborative working:

- Work closely with the 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

- Proven experience as a Communications, Public Relations Officer or similar PR role
- Experience managing media relations (online, broadcast and print)
- Background in researching, writing and editing publications
- Proficient in MS Office
- Strong communication ability (oral and written)
- Excellent organisational skills
- Ability to work well under pressure
- Creativity and problem-solving aptitude
- Planning publicity strategies and campaigns
- Writing and producing presentations and press releases
- Dealing with media inquiries
- 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
- Analysing media coverage
- 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, with positive problem-solving attitude.
- 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.

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

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. As we are committed to the principles of the Race Equality Charter Mark, we would particularly welcome applications from the Black, Asian and Minority Ethnic (BAME) community who are currently under-represented at this level in this area.

Comms Officer Role Profile

©British Wheel of Yoga January 2022
25 Jermyn Street, Sleaford, Lincolnshire, NG34 7RU
CompanyRegistrationno:7030679 RegisteredCharity:1136674
w:www.bwy.org.uk t: 01529 306851

Page 4 of 3

31.01.2022