

RURAL
PLANNING

RURAL
ECONOMIES



RURAL
TRANSPORT

Rural Services Network

FAIR
FUNDING

RURAL
AFFORDABLE
HOUSING

RURAL
CONNECTIVITY

Recruitment Pack

Communication and
Media Lead
October 2023

RURAL
NET ZERO

RURAL
HEALTH &
CARE



Introduction from Kerry Booth RSN Chief Executive

Thank you for your interest in the role of Communication and Media Lead for the Rural Services Network. We are delighted to provide you with more information about our organisation.

The Rural Services Network is the national champion for rural services, working to ensure that rural communities have a strong voice. We are a membership organisation, representing over 500 organisations across the public, private and voluntary sectors including leading national bodies, local authorities, utility companies, health trusts, housing associations, grass root community organisations and more.

We have a compelling story to tell, and we are looking for candidates who will bring energy, ideas, creativity and enthusiasm to our organisation.

We have no office, we all work from home, but full support is available from our small dynamic team and we will teach you about our campaigns, so that you are fully prepared to help us raise the profile of our work.

We deliver services to our membership each week and the role will be involved in the creation of newsletter content sent to 20,000 contacts each week, as well as raising the profile of the organisation through targeted campaigns and social media.

We are launching our Roadmap for Rural campaign which sets out our asks of the political parties ahead of the upcoming election and we are looking for a dynamic individual to help direct and maximise the impact of our campaign.

Kerry



We are the national champion for rural services

- Representing over 500 public, private and third sector organisations
- Secretariat for All Party Parliamentary Group on Rural Services
- Scrutinise Government Policy from a rural perspective and respond to Government consultations
- Trusted source for Parliamentarians, researchers and the media
- Special Interest Group of the Local Government Association
- Member of the Rural Coalition

Overview of the role

Communication and Media Lead

Promote Rural Services Network campaigns with a view to influencing key stakeholders, including key decision makers of the needs of rural communities.

Support the Chief Executive to help raise the profile of the organisation both externally and internally with member organisations



Hours:

30 hours a week

Salary:

£32,000 (FTE) this will be pro-rata to £25,600

Location:

Work from Home

Interview Date: 27 November 2023

Holiday:

The role attracts a generous holiday allowance of 28 days per year plus statutory bank holidays

Pension:

If eligible you will be entitled to join the Company's Workplace Pension scheme operated by NEST Pensions

Main Responsibilities of the Role

- Keep abreast of current affairs and create rural narrative for RSN as the national champion for rural services
- Ensure the consistent delivery of high-profile, high-impact media activity by creating compelling press releases, written material and social media content to support RSN campaigning work
- Use media monitoring system to create relevant engaging content for RSN weekly newsletters
- Monitor and circulate relevant parliamentary breaking news and upcoming parliamentary activities
- Proactively and reactively develop and respond to campaigns on social media to raise the profile of the organisation
- Creatively interpret RSN work to increase engagement and promote our services to our membership and key partners
- Support membership recruitment and retention through promotion of member organisations
- Identify opportunities to engage with Parliamentarians, policy makers and leading national influencers
- Create responsive content for website, ensuring a positive customer experience and contribute to increased engagement with our services
- Other key tasks as required which are commensurate to the role in the RSN to help drive the delivery of services to members, and the RSN campaigning role

The Communication and Campaigns Lead will also work in accordance with the RSN Values and Behaviour Framework which is available [at this link](#).

Person Specification

| QUALIFICATIONS | Essential | Desirable |
|--|-----------|-----------|
| Good standard of general education | ✓ | |
| GCSE Mathematics equivalent to Grade C / Level 5 | ✓ | |
| GCSE English equivalent to Grade C / Level 5 | ✓ | |
| European Computer Driving Licence (ECDL) or equivalent experience using Microsoft Office Packages | ✓ | |
| EXPERIENCE | Essential | Desirable |
| Proven experience in media, corporate communications, journalism or related fields | ✓ | |
| Experience at generating news stories from key facts | ✓ | |
| Proven success in publicising campaigns | ✓ | |
| Copywriting, editing, sub-editing and proof reading | ✓ | |
| Strong knowledge and understanding of current trends in social media | ✓ | |
| Practical experience of working with others | ✓ | |
| Experience of using own initiative | ✓ | |
| Experience or understanding of issues affecting rural areas and the interactions between local authorities and government. | | ✓ |
| SKILLS | Essential | Desirable |
| Excellent writing and editing skills | ✓ | |
| IT skills including experience of using Teams | ✓ | |
| Ability to use content management systems, social media platforms, web analytics tools and digital marketing methods | ✓ | |
| Time Management and the ability to work to deadlines | ✓ | |
| Ability to spot a good story | ✓ | |
| Interpersonal skills | ✓ | |
| Organised, efficient and able to produce work to a high level of accuracy | ✓ | |
| BEHAVIOURS | Essential | Desirable |
| Planning and organising | ✓ | |
| Performing under pressure and meeting deadlines | ✓ | |
| Adaptability | ✓ | |
| Team working | ✓ | |
| Self motivated | ✓ | |
| Flexibility | ✓ | |
| Confidentiality | ✓ | |

How to apply for the role

Please send a covering letter and CV setting out how you meet the Person Specification to kerry.booth@sparse.gov.uk by 7th November 2023.

If you'd like an informal chat about the role, please email kerry.booth@sparse.gov.uk to arrange a suitable time.