



Job Description

JOB TITLE: Media Relations Executive

Reports to: Head of External Communications and Engagement

Grade: Admin A2

Safety Status: Non-Safety Critical

Date version agreed: February 2022

1. Job Purpose

To support the Head of External Communications and Engagement in delivering the company's media engagement strategy and partnerships, promoting West Midlands Trains in a positive, balanced and well-informed way across local, national, trade and social media including preparing articles, press kits, press releases, and other content initiatives.

Responsible for company's press office processes and systems including the out of hours on-call rota. Identifying media opportunities that create goodwill and deliver a positive reputation for WMT.

2. Safety Detail's

A; This role requires security clearance (for e.g. running of special trains)	NO
B; This role is required to hold relevant Track Safety Competence (PTS)	NO
C; This is a Safety Critical Work Post	NO
D; This is a 'Key Safety Post'	NO
E; Reference to this post is included in the Company Safety Certification documents	NO
F; This role manages employees (undertakes specific tasks indicated in the occupational & operational standards manuals)	NO
G; This role manages locations (undertakes specific tasks indicated in the occupational & operational standards manuals)	NO

3. Dimensions

A. Financial: No Direct Responsibility

B. Staff: No Direct Reports



4. Principal Accountabilities

- Work closely with the Head of External Communications and Engagement, and PR and Public Affairs Manager contributing towards the corporate PR and media strategy.
- Ensure all opportunities to build company reputation are optimised, via press releases, excellent media relationships (regional, trade and national), promotional initiatives, sponsorship, publications and other PR initiatives. Help ensure corporate PR and press initiatives support and complement wider business and marketing strategy. Optimise positive media sentiment scores.
- Research and write material to positively inform and influence internal and external audiences.
- Ensure all media enquiries are answered in a timely and accurate manner.
- Build relationships with media management peers and colleagues in partner organisations to support WMT's drive to improve customer service, reputation and the WMT Investment Programme.
- Maintain effective systems for managing and measuring (traditional and social) media engagement including, but not exclusively, Mynewsdesk, Twitter and Press Data (or their successors).
- Support the Community Rail Strategy (including station adoption) by working with WMT's Community and Stakeholder team to publicise service development on local routes through successful partnerships.
- Support the Head of External Communications and Engagement and PR and Public Affairs Manager to deliver the media training programme for the business.
- Co-ordinate and actively participate in the out-of-hours media on-call rota for the business.
- Produce submissions for relevant award entries to promote company initiatives.
- Engage with WMT colleagues within internal and external communications teams to ensure activity is aligned and PR/external comms opportunities are identified and implemented
- Act as an ambassador for the company, externally and internally, constantly building good relationships and leading by example

5. Relationships

A: Reporting lines – Reports to Head of External Communications and Engagement

B: Other contacts:

Contacts	Frequency	Purpose
Key stakeholders include national, regional, trade and local media.	Respond to journalist enquiries as required.	Secure positive coverage, general support and recognition of WMT's achievements.



Other relevant opinion formers include PR/ Media Relations managers in local authorities and other partner organisations	Ongoing relationship building through proactive PR. Ongoing but regularised.	Build support for WMT's strategy, commercial success. Gain wider community support for company's delivery.
Regulatory and industry bodies – DfT, ORR, ATOC, Network Rail.	Ongoing	Seek opportunities for joint promotional activity.
Other TOCs.	Ongoing	Highlight company successes and professionalism, to gain industry respect and trust.
WMT management/employees, particularly community rail, marketing, internal comms and customer relations	Weekly	Be seen to be a helpful, constructive partner. Develop shared objectives and projects Aligned approach/best practice

6. Knowledge and Experience

- Experience in Media management and PR campaigns.
 - Effective communicator with the ability to engage and influence to various audiences.
 - Ability to develop strong relationships and partnership working
 - Good political awareness
 - Commercial awareness and good financial management
 - Experience of operating with senior managers and directors
 - Excellent news sense and writing, oral presentation, and communication skills
 - Researching skills
 - Ability to understand and act on key business priorities
 - Ability to work accurately and calmly under intense pressure
 - Ability to secure delivery through all parts of the organisation
 - Educated to degree level (or working towards) in journalism, communications, public relations or marketing, is advantageous.
 - A professional qualification from the Chartered Institute of Public Relations or the Chartered Institute of Marketing or working towards, is desirable.
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