



# BIHDA MEDIA AND COMMUNICATIONS OFFICER - ROLES AND RESPONSIBILITY

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## RESPONSIBILITIES OF THE MEDIA AND COMMUNICATIONS OFFICER

The purpose of the Media and Communications Officer role is to ensure that BIHDA's communications are effective, targeted and credible. The position will develop and implement strategies to raise BIHDA's media profile.

The Media and Communications Officer will work with all BIHDA stakeholders to:

- develop strategies and create content to support BIHDA's objectives
- strengthen BIHDA's profile within the local community
- deliver internal communication initiatives to ensure all members are up to date with BIHDA activities
- utilise all online and social media content to achieve BIHDA's goals

## DUTIES OF THE MEDIA AND COMMUNICATIONS OFFICER

- General responsibilities
  - Demonstrate BIHDA guiding principles in work conduct
  - Engage in professional and ethical conduct at all times
  - Work within the organisation's policy and practice guidelines as set out in the BIHDA policy manual
- Media communications
  - Develop and maintain relationships with journalists and media outlets
  - Develop, implement and evaluate BIHDA's media strategy in consultation with the Recruitment and Development Officer
  - Monitor daily media and advise on reactive media opportunities
  - Develop proactive media opportunities in consultation with other BIHDA stakeholders.
  - Write and distribute media and releases
- BIHDA communications
  - Lead production of communication materials including the brochures and promotional material
  - Copy edit BIHDA's website, including updating relevant information



## **BLACKBURN ICE HOCKEY DEVELOPMENT ASSOCIATION**



- Develop, implement and evaluate BIHDA's social media strategy in consultation with the Recruitment and Development Officer
- Develop online communication materials including video content
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**REPORTING TO: RECRUITMENT AND DEVELOPMENT OFFICER**