



Age Ratings You Trust

British Board of Film Classification 3 Soho Square London W1D 3HD t:020 7440 1570 f:020 7287 0141 <http://www.bbfc.co.uk>

JOB DESCRIPTION

Senior Communications Manager

Reports to:	Executive Director of Marketing
Function:	To support the Executive Director of Marketing in the on-going development of the media and PR strategy for the BBFC. Including handling media, press and publicity, coordinating internal communications and supporting the BBFC's wider policy work.
Duties:	<p>To drive forward the new PR and Communications strategy for the BBFC, owning all elements and being proactive in its implementation.</p> <p>To establish regular on-going relationships with media journalists, providing information in advance of BBFC developments, and anticipating developing stories and issues.</p> <p>To manage and oversee the day to day workload of the BBFC's Press Officer, including fielding of media enquiries and communications projects.</p> <p>To oversee and implement the BBFC's editorial strategy and content calendar to ensure that our efforts are proactive, strategic and aligned to wider marketing and business objectives.</p> <p>Measure and evaluate the effectiveness of our Communications efforts against key messages and business strategy. Provide regular reports to Executive Director of Marketing, making strategic recommendations where appropriate.</p> <p>To provide effective contributions to the BBFC's staff appraisal system on behalf of the Press Officer and staff members who have a significant involvement in the BBFC's communications work.</p> <p>To coordinate the production of a range of BBFC publications, including the Annual Report.</p> <p>To support the Executive Director of Marketing in protecting the BBFC's intellectual property and developing the BBFC brand.</p> <p>To manage the content of the BBFC website and support the education team in maintaining the CBBFC website.</p> <p>To oversee the development of the BBFC's app.</p> <p>To produce the BBFC podcast and manage BBFC social media activity.</p> <p>To brief anyone representing the BBFC on a public platform.</p>



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	<p>To support the BBFC's public affairs effort and policy making capability.</p> <p>To manage public facing joint partner and stakeholder communications.</p> <p>To carry out any other duties of a similar nature as may from time to time be required by management.</p>
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September 2018

Signed Date