

## Volunteer Role Description

### Media Representative

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**Role Title:** Media Representative

**Role Description:** Based in your People & Planet group and *working closely with People & Planet staff and other volunteers*, Media Representatives will work to support your group and other People & Planet groups to promote campaign activities through the media. They will do this by:

- Building up a list of and maintaining relationships with local media contacts.
- Writing press releases for your group's events and activities and following them up with interviews.
- Ensuring that the People & Planet office is kept up-to-date about any media coverage your group receives by sending in a copy of/link to media coverage
- Helping to pass on media tips/advice and encourage skills share within People & Planet groups at both group meetings and regional events.
- Supporting new media ideas and initiatives from both groups and the People & Planet office and finding creative ways to get your message across to large audiences (for example using YouTube/blip.tv)
- Encouraging university groups to explore forms of new media (on-line)

**Accountable to:** The People & Planet Communication intern.

#### What is expected of a Media Representative?

This role will take up around two days per month. You will be expected to stay in regular phone and email contact with your outreach staff member, and attend the following:

- Summer Gathering 2009: 28 June to 2 July (near Oxford) for an welcome Induction. Media Representatives will receive a free ticket.
- A training day in Oxford on 26 September 2009
- A mid year review meeting in January 2010.\*
- A debrief meeting in June 2010.\*

\*These meetings may be carried out by phone.

#### What do Media Representatives get out of the role?

- You will be provided with full training and one-to-one support for your role.
- You will have the opportunity to take part in a volunteer accreditation scheme, highly regarded by employers, for your volunteer work as a Media Representative
- Experience of writing press releases and articles and pitching them to journalists.
- Experience of volunteering with the leading student campaigning network in the UK focusing on poverty, human rights and the environment.
- All of your reasonable expenses covered.
- Employers really value the skills you get from this role, and the People & Planet support office will supply you with a reference.

#### How to Apply:

If you would like to apply for this role, please download an application form from [peopleandplanet.org/volunteer](http://peopleandplanet.org/volunteer). The deadline for applications is **September 01 2009**.

We'll contact suitable applicants by Friday 11 September 2009 to confirm that you can attend the Induction and Training Session.

## **Person Specification**

### **All applicants must meet the following criteria:**

- Campaign experience either with a People & Planet group or another organisation.
- Good communications skills and ability to build a rapport easily with new people
- Sympathy with the aims of People & Planet and the desire to create a just and sustainable world through campaigning.
- Access to a phone and the internet.
- Commitment to meeting the expectations of a Media Representative (outlined above).

### **Desirable attributes:**

- Experience of writing for and/or working with the media.
- Good knowledge of the issues on which People & Planet campaigns.

**Please don't hesitate to get in touch if you'd like to have an informal chat about the role and what it involves.**

**Call or email Lucy Horton: 01865 245678 or [lucy.horton@peopleandplanet.org](mailto:lucy.horton@peopleandplanet.org)**