

Public Affairs Advisor – VLV – April 2019

Voice of the Listener & Viewer is a charity which represents citizen interests in broadcasting policy in the UK. We strive to promote and maintain diversity and plurality in public service broadcasting in order to maintain local and national democracy, our cultural and democratic traditions. We promote the broadcasting of first-rate programmes that meet the demands of listeners and viewers for more high quality content than the market can provide.

The Role: This is a freelance home-based role for someone who is self-motivated and keen to make a difference to UK broadcasting.

The public affairs advisor will advise VLV on policy issues in broadcasting and prepare VLV's written submissions to consultations and responses to reports. You will engage with Parliamentarians, civil servants, regulators, broadcasters, stakeholders and policymakers to ensure that citizen issues are taken into account when broadcasting policy is developed and implemented.

You will work with VLV's administrator, who is based in Ebbsfleet in Kent, to ensure that VLV effectively communicates its messages and its public profile is maintained. You will help VLV's Chairman and Trustees produce engaging events which highlight citizen interests in broadcasting. You will also work with the VLV board to support them in their goal to increase VLV's funding base.

Freelance Contract: Initial contract May 2019 – 31 December 2019 with the potential to extend. 2-3 days per week.

Remuneration: Competitive. Dependent on experience.

Closing date: 29 April 2019

KEY TASKS

Policy

- Develop VLV's policy response to the agenda of Government, regulators, broadcasters and others
- Monitor and analyse the wider UK political and regulatory environment as it relates to broadcasting
- Prepare policy briefings and responses to reports and consultations from industry regulators, Select Committees, DCMS etc
- Attend industry events to engage with other stakeholders, policymakers and those in industry.
- Engage with policymakers in Government, regulators, think-tanks and industry. Engage with Parliamentarians when necessary to brief them on public service broadcasting issues.
- Engage with stakeholders and other civil society organisations which have similar interests to VLV to build partnerships when appropriate.

VLV Promotion & Fundraising

- Develop and implement strategies and campaigns to increase VLV's reach and impact
- Explore potential extra sources of funding for VLV from Trusts and Foundations, sponsorship, VLV's industry fund, replacing expenditure with services in kind, increasing VLV membership and attendance at VLV paid events.

Communications

- Identify suitable contributors for VLV's website, newsletters or conferences
- Draft copy for VLV external communications including website and VLV email updates
- Edit and layout the VLV print bulletin using Microsoft Publisher and draft necessary articles/text
- Draft promotional emails for VLV conferences and events
- Post on social media platforms in the run up to events and to promote VLV policy positions
- Co-ordinate press at VLV events with VLV Chairman
- Manage VLV's social media platforms

Event Management

- Prepare powerpoint slides and production script for all VLV events.
- Co-ordinate with VLV Administrator to ensure logistics are in place
- Suggest and help to engage speakers, chairs and contributors for events
- Brief speakers as required

KNOWLEDGE, SKILLS, TRAINING AND EXPERIENCE

EXPERIENCE

- Experience of work in a similar or related field within industry, the government or regulatory sector, or a professional consultancy.
- Proven research and writing skills, strong analytical approach, and good professional judgement.
- Of managing diverse working relationships (you will need to work with voluntary Trustees, with a voluntary chair, with industry professionals, with VLV members and with a staff colleague)
- Event production

SKILLS

- Ability to multi-task
- Persuasive
- Self-organised
- Excellent time management
- Diplomacy
- Excellent written and spoken English
- Able to think strategically and deliver a target

KNOWLEDGE

- Of marketing and promotions
- Of the world of UK broadcasting

- Of word processing, website management, social media
- Of raising funds, finding sponsors (in a voluntary or professional capacity)