

Media Volunteer/Press Officer

Summary

CPRE Buckinghamshire is an environmental charity dedicated to the protection of the countryside. We are looking for an enthusiastic and creative volunteer to help grow our social media presence.

What will you be doing?

CPRE is a national charity but campaigning throughout England is carried out by county-based branches like ours, which aim to influence decision making on a range of environmental and land-use issues. At CPRE Buckinghamshire, we have an exciting opportunity for a media professional to join us to help deliver our core work.

CPRE Buckinghamshire works to promote the beauty, tranquillity and diversity of the Buckinghamshire countryside by encouraging the sustainable use of land and other natural resources in town and country.

This is an exciting opportunity to join a friendly and highly-engaged team, gain experience of working in the environmental sector and to use and further develop your media skills.

Activities involve:

- Acting as the first point of contact with the media for CPRE Buckinghamshire
- Write and issue press releases and letters to publicise Buckinghamshire events and campaigns
- Handle media enquiries or connect media to the appropriate person within the branch
- Develop a database of media editors and journalists local newspapers and rural publications
- Bring a local angle to national press releases from CRRE National Office
- Ensuring press releases are featured on the CPRE Buckinghamshire site and news is communicated through web and social media
- Arranging for journalists to attend CPRE Buckinghamshire events
- Ensuring that membership and volunteer recruitment form a part of media work
- Being an advocate for CPRE - asking people to join, giving out leaflets, gathering names of interested parties and talking about our work

What are we looking for?

Ideally, you can offer us most of the qualities described below:

- Knowledge of and interest in environmental issues and sympathy with CPRE views
- Ability to translate technical issues into a format interesting and accessible to the general public
- 3-5 hours a week, either in or out of office hours
- Experience of writing for publication and possibly also for the web
- Ability to liaise with journalists from all media
- Confidence in public speaking



- Initiative, able to work independently whilst recognising limits of remit
- Computer literate - the internet, e-mail and MS Word or equivalent

What difference will you make?

This is an opportunity to be part of a professional and dedicated organisation working to protect the Buckinghamshire countryside, which is currently under huge threat from damaging development. Through raising our media profile, our campaigns will have greater reach, engage more residents, including policy influencers. You will help us recruit more members and better support local communities in protecting their green spaces.

What's in it for the volunteer?

This is an exciting opportunity to use your media and communications skills to make a big impact on a small charity. Our branch is a small and new one but CPRE is a national organisation, so you will also benefit from being part of something larger and the opportunity to meet like-minded people. You will join a friendly and highly-engaged team, gain experience of working in the environmental protection sector and further develop your media skills.

A few more details

The role is voluntary although we will pay all out-of-pocket expenses with prior agreement, in line with our Volunteers Policy.

Our branch office is in Monks Risborough, so you have the choice to either work from here or work at home. We keep in regular contact via phone and/or email to discuss progress and to provide support. You would also be encouraged to attend group meetings.

To explore further, please contact our branch manager on janet@cprebucks.org.uk or ring us on 01844 348829.