



Reaching every BSL user with more of the BSL programmes that they love to watch

**Role Description: PR Executive**

**Part-time (2-3 days a week)  
Salary according to skills and experience  
London office based**

**(Will consider a home-based person who can occasionally travel to our office, if beyond reasonable  
commuter distance)**

**Role Purpose**

To support the Head of Communications and Distribution in raising the profile of BSLBT and its activities to stakeholders, potential stakeholders and the audience. The PR Executive reports to the Head of Communications and Distribution.

**Key responsibilities:**

- To help with the creation of promotional material for external publications, both online and in print.
- To contribute innovative ways to present online content across various social media platforms.
- To liaise with any external designers, where required, on the design and creation of promotional assets.
- To organise any BTS stories, either on shoot or during post-production, as publications, and to assist with promo edits.
- To write press releases and put together publicity packs for each programme.
- To assist with any website/social media design/branding for BSLBT (separate from BSL Zone).
- Any other duties within the broad scope of the role as may be reasonably required.

Employees are also required to comply with all BSLBT policies and relevant legislation.

## **Person specification**

### **Essential**

- Proven experience in one of the following in a media capacity:
  - Public relations
  - Marketing
  - Advertising
  - Journalism
- Strong organising and administrative skills, with the ability to prioritise and multi-task.
- Demonstrated experience with Adobe Indesign/Microsoft Publisher, or similar software required to produce assets for publicity.
- Familiarity with social media and video hosting systems e.g. Base Media, Wistia, Vimeo.
- A high level of attention to detail.
- Good level of IT literacy, particularly related to MS Office packages.
- Ability to write accurately and clearly in English.
- Good communication and team-working skills, with the ability to build and maintain both internal and external contacts and relationships.
- A BSL user or, if not, a willingness to learn BSL.
- An interest in BSL Zone programmes.

### **Desirable:**

- Experience of living or working in the Deaf community.
- Working knowledge of television broadcasting and/or marketing operations.
- Experience of working in the TV, film or arts sectors.

This is a description of the job as it is presently constituted. It is the practice of BSLBT to examine job descriptions from time to time and to update them to ensure they relate to the job as then being performed, or to incorporate whatever changes are being proposed.