



# Director of PR & Communications

## ROLE BRIEF





WELCOME

As Chief Executive of BAFTA I have the pleasure of leading an amazing organisation full of talented, inspiring, diverse people – and I am delighted you are interested in joining us. BAFTA is a leading global charitable institution, focused on championing creativity, opportunity, and social change for all – through the transformative power of film, games and television.

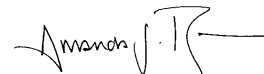
We want to bring the right people together to do extraordinary things and resolve the challenges we face. It is an exciting time to join BAFTA. We are currently launching our ambitious strategy and vision for the coming years, working across the organisation to identify key areas of focus and funding, and deciding how we best bring together the people and ideas we will need to succeed.

We are also in the process of redeveloping our iconic headquarters at 195 Piccadilly. This will enable us to: provide thousands more people with the necessary tools to pursue a career in film, games and television; expand our flagship learning and new talent initiatives such as BAFTA Young Games Designers, BAFTA Crew and BAFTA Elevate; and further develop our global learning initiatives, including BAFTA Breakthrough. The redevelopment will support the creation of a new, UK-wide BAFTA talent development scheme to help talented young people from disadvantaged backgrounds find work experience and training in the film, games and television industries.

We will create new initiatives to address skills gaps in the industry and provide a regular public programme of events, deepening audience appreciation and knowledge of the craft of film, games and television.

We are also working to deliver 120 wide-ranging changes to our voting, membership and campaigning processes following an in-depth, independently verified, seven-month Awards Review. The Review began as a direct response to the lack of diversity in the 2020 Film Awards nominations, but its remit soon expanded to encompass all aspects of BAFTA and its awards. The changes, which have been unanimously approved by the BAFTA Board of Trustees, signal the beginning of a significant cultural shift in BAFTA and they also challenge the industries we support to address the serious lack of opportunity and equality.

We need an ambitious, innovative and influential PR & Communications Director to make the most of this unique opportunity. We very much look forward to meeting you.



**Amanda Berry OBE**  
Chief Executive





**BAFTA** is a leading global charitable institution focused on championing creativity, opportunity and social change for all through the transformative power of film, games and television.

**BAFTA's Vision is:**

*'Bringing the transformative power of Film, Games and Television to everyone'*

**BAFTA's aims are:** to champion the art and the craft, champion talent and champion the industry environment by:

- *Identifying and celebrating industry practice deemed exceptional by peer review, thereby elevating the art and craft of film, games and TV*
- *Providing talent with recognition, inspiration, access and long-term support, in particular those under- represented and underprivileged in society*
- *Enabling a positive and inclusive environment, for an accessible, sustainable and connected industry*

More information can be found here: [www.bafta.org](http://www.bafta.org)

*BAFTA is an equal opportunities employer committed to creating a genuinely inclusive workplace, embracing the differences amongst its colleagues, celebrating diversity, promoting equality and challenging discrimination.*



# ABOUT THE ROLE

**Job Title:** Director of PR & Communications

**Reports to:** Chief Executive

**Job Location:** London (part week)

**Contract Type:** Permanent

**Pay Band:** Circa £90,000

BAFTA is a leading global charity focused on championing creativity, opportunity and social changes for all through the transformative power of film, games and television. We are well known for our flagship awards events across those sectors, however we do so much more than that.

Through our global reach, our aims are to: champion the art and the craft of the moving image industry, champion and nurture and recognise talent, and champion the industry environment. We do this by identifying and celebrating excellence, supporting talent through recognition and long-term support - particularly within under-represented groups - and enabling a positive, inclusive, accessible and connected industry.

BAFTA is seeking a Director of PR and Communications to be responsible for managing the reputation of BAFTA and delivering a communications strategy that builds trust and encourages more people to engage with us. Reporting into the CEO and working as part of the BAFTA Executive Team, this role will drive and own PR and publicity, crisis management, relationships with the media, strategic communications and messaging across BAFTA's industries, partnerships, corporate and CSR activities. It will also enable us to grow our reach and reputation globally and increase revenue.



# ABOUT THE ROLE

## Why now?

It is a pivotal time for our industries with the challenges of coronavirus, the demand for a diverse workforce and inclusive industry culture, and the ambition of the screen industries to play a major role in the journey to carbon neutral on our planet. BAFTA is determined to be leading and effecting this change within the Academy and in the wider industry as well as engaging, informing and inspiring the public. A recent example of this is the recently completed Awards Review, which began as a direct response to the lack of diversity in the 2020 Film Awards nominations, but its remit soon expanded to encompass all aspects of BAFTA. The changes signal the beginning of a significant cultural shift in BAFTA as it also challenges the industry to address the serious lack of opportunity and equality.

Another important and relevant topic is national relevance and BAFTA's role in celebrating excellence, and championing creativity across the whole of the UK, and internationally.

Sustainability has never been more relevant or more high profile than now - BAFTA has led and facilitated the TV Consortium, albert, since its conception nearly a decade ago. albert aims to enable every part of the screen industry to eliminate waste and carbon emissions from production whilst empowering industry creatives to make editorial content that supports a vision for a sustainable future.

# ROLE SCOPE



The role will be responsible for and direct all global public affairs, corporate communications, PR, internal communications, CSR and digital / social media. The overarching aim is to promote and protect BAFTA's charitable aims whilst strengthening and building trust and engagement through all audience types. We expect this role to be able to bring innovative ways to engage new, and grow existing, audiences by using the power of engaging and emotional content.

We require a skilled, experienced and articulate spokesperson who can handle crisis management, reputational risk and manage their network of journalists with confidence as public relations becomes an increasingly important part of how we promote BAFTA and engage audiences.

This role will work across the organisation to support multiple functions to deliver the BAFTA purpose and be the lead on all sensitive issues and reputational risks. Essential to this role is the ability to have the external perspective on the work we do alongside identifying emerging trends, threats and opportunities for the brand. The role will often require issue management, around sensitive and often complex scenarios where a multi-layered approach will be needed.

# ROLE SCOPE



## You will be responsible for:

- All corporate, digital and public communications – globally to our members, the industry and the public audiences
- Communications that promote and celebrate BAFTA's overall charitable aims
- Pro-active PR & digital campaigns for BAFTA's activities amplifying and telling the story of BAFTA's work
- Delivering BAFTA's global target audience through content and communications across all media
- Working alongside the appropriate agency support as needed
- Crisis management and reputational risk
- Working seamlessly across the organisation to ensure that all communications deliver our communication objectives
- Ensuring our communication, digital and content strategies are totally aligned
- Establishing and ensuring a consistent tone of voice
- Supporting the CEO and Chair with correspondence, speech writing, stakeholder communications and general advice
- Supporting the Nations, North America and partnering countries in supporting their messaging
- Working with global partners to ensure their messages are aligned
- Supporting the sustainability consortium albert to create positive environmental change

# ROLE SCOPE

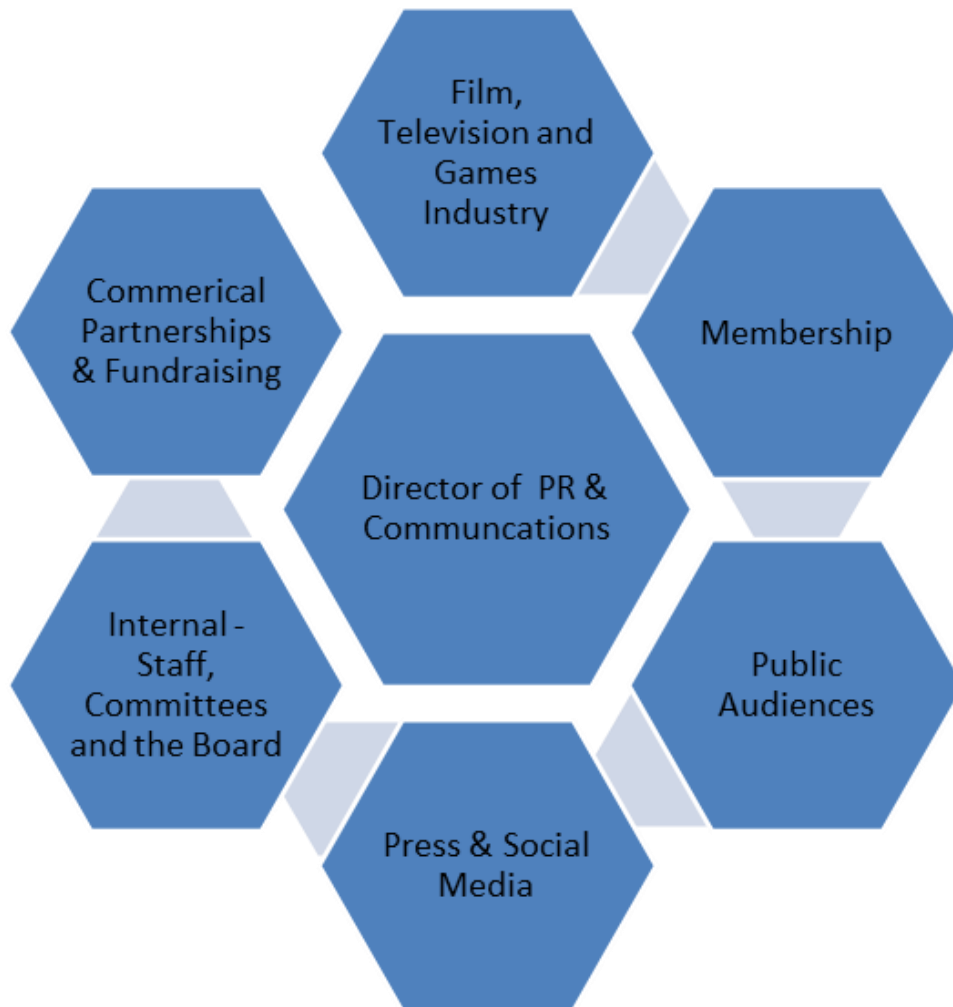


## We would love to hear from you if can:

- Understand the work that BAFTA does and understand the enormous impact of what we can achieve
- Lead PR in either political or social policy change, or screen industries
- Use your previous corporate, industry, press and internal communications skills
- Lead through reputational risk issues and crisis management
- Manage Digital content and Digital strategy
- Working through politically sensitive communications such as diversity & inclusion or bullying & harassment
- Be a spokesperson at a senior level and handle interviews both as a spokesperson and moderator of press sessions
- Understand the complexities of a charitable or membership organisation
- Use your knowledge of the media with excellent contacts and relationships with trade and national press in the role
- Manage and engage global stakeholders
- Influence at all levels and across both digital platforms and in person
- Project management deliver and implement communications campaigns
- Show a love of all things news and be an avid newshound and digital native



# KEY GLOBAL AUDIENCES



# KEY GLOBAL INTERNAL RELATIONSHIPS





# BENEFITS

**Pay:** We want to attract and keep the best people. That's why we offer competitive salaries, while still staying true to our charitable status

**Annual leave:** You'll enjoy a generous 28 annual leave days a year, plus bank holidays. Three of these days may be designated for the Christmas period, (leave is pro rata for parttime staff.)

**Pension:** We support our staff to consider their future and we believe a pension is vital to this, we contribute 8% of salary

**Health cash plan:** this is a cash back scheme which supports staff to gain access to various medical resources such as dentistry, optical and physiotherapy to name a few

**Wellbeing:** We know work-life balance matters, we offer flexible hours for all our staff and an employee assistance programme is available for all

**Life assurance scheme:** is set at four times annual salary and we also offer group income protection

**Membership benefits:** Our staff are able to enjoy many of the benefits that our members receive, such as access to the events and screening programmes, cinema access and discounted food and beverage at 195 Piccadilly - our Private Members Club  
Plus.... we offer Childcare vouchers, eye care, Cycle2work, season ticket loans, and discounts on several products and services

# HOW TO APPLY

To apply for this position, please submit your CV and a covering letter, detailing how you fulfil the criteria laid out in this role brief [HERE](#) no later than **11:59 on Sunday 6<sup>th</sup> December**.

First round interviews will be conducted before Christmas.