

# Media & External Affairs Executive

<b>Employer:</b>	East West Railway Company
<b>Location:</b>	London initially. Role may move to the Bedford-Cambridge corridor
<b>Basis:</b>	Permanent
<b>Role Summary:</b>	Owning a proactive media programme for EWR Co. while supporting all aspects of External Affairs.
<b>Team dimensions:</b>	Reports to Head of External Affairs

## A little bit about us:

The East West Railway Company, is a new and innovate organisation at the forefront of the rail industry. Not only are we tasked with accelerating delivery of rail infrastructure and passenger services between Oxford and Cambridge, but when the Secretary of State for Transport launched the East West Railway Company in 2017, he highlighted the role we will play in bringing innovation to the rail industry.

This job description sets out the basic requirements of the role but is not intended to be exhaustive. It is deliberately wide in scope: approach and attitude is as important as any specific skills and background.

We offer a truly breath-taking opportunity to:

- Innovate, positively disrupt and make impactful decisions
- Openly share your ideas and knowledge
- Be part of a passionate, diverse and friendly team
- Learn, develop and build the career of your dreams
- Have the right work-life balance through flexible working arrangements
- Be rewarded and recognised for your input

## Key accountabilities:

- Leading, planning and delivering a proactive media programme for EWR Co
- Drafting and managing written and visual content for all stakeholders

## Day to day you'll:

- Design, plan and execute a media plan which uses traditional and social media to target stakeholders including the public.
- Identify media opportunities generated by company activity and the media landscape
- Where no opportunities present themselves, create them
- Pre-empt and respond to negative media attention
- Establish and maintain appropriate, professional and pro-active working relationship across the business, partner organisations & media

## You should apply if you:

- Are a compelling, convincing and articulate communicator
- Flourish when interacting with people
- Are demonstrably fair, open and honest, with a strong moral compass
- Have the determination to deliver the nitty-gritty outputs of external affairs, balanced with a skill for assessment and planning

### Skills:

- Planning & executing complex, layered work programmes
- Distilling complex technical information and sensitive material into compelling copy
- Creating persuasive, truthful, targeted messaging for stakeholders

### Additional Knowledge:

- Understanding of how the media works in the UK (essential)
- Contacts in relevant media, rail industry or Ox-Cam Arc (desirable)
- Experience of communications within infrastructure (desirable)

### Experience:

- 2-3 years in Communications/External Affairs role with a media focus (essential)
- 2-3 years in a broad Communications role (desirable)

## Join the team!

Please send your resume and a covering letter explaining why you are interested in the role and meet the above experience requirements to: [recruitment@eastwestrail.co.uk](mailto:recruitment@eastwestrail.co.uk)