

Job description and person specification:
Press Officer (EU & International)

Cruelty Free International is the leading organisation working to end animal testing worldwide.

Our highly experienced and professional team has made real progress around the globe for animals through our positive, innovative, collaborative and trailblazing approach. Educating, challenging and inspiring others across the globe to respect and protect animals, we investigate and expose the reality of life for animals in laboratories, challenge decision-makers to make a positive difference for animals, and champion better science and cruelty free living.

Cruelty Free International is widely respected as an authority on animal testing issues, having led the successful campaign for a ban on the testing and marketing of animal-tested cosmetics in the European Union, as well as in a growing number of countries worldwide. We are frequently called on by governments, the media, corporations and official bodies for advice or expert opinion. We work as a trusted partner; building relationships with decision-makers, companies and the media and provide pioneering scientific and legal expertise.

With a history spanning over 100 years, Cruelty Free International leads initiatives dedicated to ending the use of animals to test cosmetics and other consumer products around the world. Bringing the issue to public attention with our dynamic and determined approach, we have inspired generations of politicians, decision-makers and compassionate people to make a difference for animals used in experiments. As the problem has grown, we have stepped up to meet the challenge across the world, placing the issue on the global agenda for the first time. We have saved many thousands of animals from a life of suffering in laboratories, and together we can do so much more.

Established in 1898, Cruelty Free International is firmly rooted in the early social justice movement. Our founder, Frances Power Cobbe, was a formidable women's rights campaigner and philanthropist. Previously known as the 'British Union for the Abolition of Vivisection' or 'BUAV', today Cruelty Free International is the leading organisation working globally to consign animal experiments to the history books.

Proposed vacancy details

Job title:	Press Officer (EU & International)
Role:	This is a full-time & permanent position
Location:	Remote working, and attendance of our London-based hub
Reporting to:	Public Affairs Director
Salary:	Negotiable
Probation period:	Three months

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Benefits:

- 12-month interest free season ticket loan
- 25 working days' paid holiday pro rata, in addition to Public Holidays'
- Employer's Ethical Investor's Stakeholder Pension Scheme
- Generous training and professional development allowance
- Flexible working hours
- Childcare Voucher Scheme
- Ride-to-Work Bicycle Scheme
- Staff Retention Scheme
- Subscription to Wellbeing EAP Helpline Support Scheme

Objective:

This is a new and exciting press role that is full of possibilities. We'll look to you to come up with proactive ways of growing and deepening the organisation's press – print and broadcast – coverage in the EU and USA, as well carrying out some support tasks such as logging media comments and interviews and overseeing media monitoring.

Your sound press office experience and good working knowledge of the EU and some of its member states and/or USA and print and broadcast media will be called upon as you deliver a

broad range of outputs from the writing of press releases and comments to devising communications plans and monitoring and circulating media coverage.

As an efficient and well organised member of the team, your proven writing and pitching skills and the ability to deal sensitively and confidently with senior figures and other departments in the organisation will be crucial to your success.

We are a small organisation with big ambitions and a track record of achievement for animals in laboratories. To succeed at Cruelty Free International, you need to bring a pro-active approach and to always think bigger, better and brighter. Your contribution will significantly help to advance the agenda of ending all animal testing.

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Key Responsibilities:

Objectives

Media and public relations support to projects and campaigns

1. Develop and implement media and public relations strategies to promote appropriate Cruelty Free International projects and campaigns across the European Union (EU and its member states) and USA (for example, write and issue press releases, identify case studies, sell-in features ideas, organise media briefings).
2. Identify and develop newsworthy projects in liaison with relevant Cruelty Free International staff to produce a consistent stream of proactive stories.
3. Keep abreast of animal testing issues in Europe and the USA and the positions taken by relevant external organisations and media outlets.
4. Promote Cruelty Free International as the leading organisation working to end animal testing in the USA and, together with our sister organisation Cruelty Free Europe, in the European Union.

Press Office service

- 5. Respond to enquiries from journalists, ensuring all calls, emails and written correspondence are answered promptly and efficiently.
- 6. Respond to EU member state government/European Commission/US Federal and State announcements, news reports and other relevant external events as appropriate and directed by regular writing of media comments, often to tight deadlines.
- 7. Develop and sustain good working relationships with key media contacts.
- 8. Participate in the out of hours rota.

Oversee the media monitoring service

- 9. Produce the daily summary of the main news and political agenda and circulate to relevant Cruelty Free International staff.
- 10. Manage the relationship with the Cruelty Free International media monitoring service to ensure that all Cruelty Free International coverage across all of our territories is being monitored and logged.

Oversee Press Office systems

- 11. Maintain and develop media contact databases.
- 12. Develop and maintain database of relevant case studies.
- 13. And, at a level that is commensurate with the role, undertake any other tasks as requested by the senior line manager.

Personal Specification

Essential	Expertise/Competence/Skills <ul style="list-style-type: none">• Excellent interpersonal skills, including the ability to build and maintain positive and productive relationships with all audiences including colleagues, and stakeholders from other organisations in the EU and its member states, US and internationally.
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- Excellent communication skills, both written and verbal, with the ability to create clear, concise and engaging communications.
- Ability to work methodically and logically under pressure in order to offer a good quality service.
- Ability to work effectively both independently and as part of a team, and with colleagues in different disciplines across the whole organisation.
- Ability to maintain attention to detail & accuracy when recording information or carrying out a task to a tight deadline.
- Good time management skills and the ability to work to deadlines.
- Ability to contribute to the development of the strategic objectives of the organisation.
- Proven ability to suggest innovative, pro-active and impactful ways to secure media coverage in the European Union or USA or both.

Qualifications (IT/Academic/Vocational)

- Excellent computer skills and an advanced user of the MS Office 365 software suite.
- Media training and professional qualifications or equivalent through experience, ideally in EU and/or USA

Experience

- Knowledge and understanding of working in a fast-paced press role.
- Knowledge and understanding of the media in the European Union (EU and its member states) and/or USA.
- Experience of gathering information from a wide variety of sources and translating it into successful press releases, comments, op-eds etc.
- Experience of dealing with broadcast and print journalists.
- Experience of running the mechanics of a press office (media monitoring

	<p>service, on call rota, etc).</p> <ul style="list-style-type: none"> • Experience of securing press coverage in either the European Union or USA or both. • Existing media and networking contacts in either the European Union or USA or both. • Experience of maintaining accurate high-quality records. • Experience of working within a multi-disciplined team of staff. <p>Specific Qualities</p> <ul style="list-style-type: none"> • A positive and flexible approach to work. • Willing and able to work flexible hours. • Ability to travel with occasional overnight stays. • Excellent written English. • Demonstrable commitment to the work and goals of Cruelty Free International.
<p>Desirable</p>	<p>Qualifications (IT/Academic/Vocational)</p> <ul style="list-style-type: none"> • Familiarity with the charitable and not-for-profit sector. • Experience taking and editing photos on occasions for media packages and online usage. • Ability to record and edit basic video content for EU/US online news sites. • Good working knowledge of at least one core working language of the EU other than English. • Experience working in the animal protection sector.

Applicant Privacy Notice

What is the purpose of this document?

Cruelty Free International is a "data controller". This means that we are responsible for deciding how we hold and use personal information about you. You are being sent a copy of this privacy notice because you are applying for work with us (whether as an employee, worker or contractor). It makes you aware of how and why your personal data will be used, namely for the purposes of the recruitment exercise, and how long it will usually be retained for. It provides you with certain information that must be provided under the General Data Protection Regulation ((EU) 2016/679) (GDPR).

Data protection principles

We will comply with data protection law and principles, which means that your data will be:

- Used lawfully, fairly and in a transparent way.
- Collected only for valid purposes that we have clearly explained to you and not used in any way that is incompatible with those purposes.
- Relevant to the purposes we have told you about and limited only to those purposes.
- Accurate and kept up to date.
- Kept only as long as necessary for the purposes we have told you about.
- Kept securely.

The kind of information we hold about you

In connection with your application for work with us, we will collect, store, and use the following categories of personal information about you:

- The information you have provided to us in your curriculum vitae and covering letter.
- The information you have provided on our application form, including name, title, address, telephone number, personal email address, date of birth, employment history, qualifications.
- Any information you provide to us during an interview.

We may also collect, store and use the following types of more sensitive personal information:

- Information about your health, including any medical condition, health and sickness records.

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How is your personal information collected?

We collect personal information about candidates from the following sources:

- You, the candidate.
- Any recruitment agency, from which we collect the following categories of data.
- Your named referees, from whom we collect the following categories of data.

How we will use information about you

We will use the personal information we collect about you to:

- Assess your skills, qualifications, and suitability for the role.
- Carry out background and reference checks, where applicable.
- Communicate with you about the recruitment process.
- Keep records related to our hiring processes.
- Comply with legal or regulatory requirements.

It is in our legitimate interests to decide whether to appoint you to the role since it would be beneficial to our business to appoint someone to that role.

We also need to process your personal information to decide whether to enter into a contract with you.

Having received your CV and covering letter **OR** your application form, we will then process that information to decide whether you meet the basic requirements to be shortlisted for the role. If you do, we will decide whether your application is strong enough to invite you for an interview. If we decide to call you for an interview, we will use the information you provide to us at the interview to decide whether to offer you the role. If we decide to offer you the role, we will then take up references before confirming your appointment.

If you fail to provide personal information

If you fail to provide information when requested, which is necessary for us to consider your application (such as evidence of qualifications or work history), we will not be able to process your application successfully. For example, if we require a credit check or references for this role and you fail to provide us with relevant details, we will not be able to take your application further.

How we use particularly sensitive personal information

We will use your particularly sensitive personal information in the following ways:

- We will use information about your disability status to consider whether we need to provide appropriate adjustments during the recruitment process, for example whether adjustments need to be made during an interview.
- We will use information about your race or national or ethnic origin, religious, philosophical or moral beliefs, or your sexual life or sexual orientation, to ensure meaningful equal opportunity monitoring and reporting.

Information about criminal convictions

We do not envisage that we will process information about criminal convictions.

Automated decision-making

You will not be subject to decisions that will have a significant impact on you based solely on automated decision-making.

Data sharing**Data security**

We have put in place appropriate security measures to prevent your personal information from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal information to those employees, agents, contractors and other third parties who have a business need-to-know. They will only process your personal information on our instructions and they are subject to a duty of confidentiality. Details of these measures may be obtained on request.

We have put in place procedures to deal with any suspected data security breach and will notify you and any applicable regulator of a suspected breach where we are legally required to do so.

Data retention**How long will you use my information for?**

We will retain your personal information for a period of six months after we have communicated to you our decision about whether to appoint you to the role. We retain your personal information for that period so that we can show, in the event of a legal claim, that we have not discriminated against candidates on prohibited grounds and that we have conducted the recruitment exercise in a fair and transparent way. After this period, we will securely destroy your personal information in accordance with applicable laws and regulations.

If we wish to retain your personal information on file, on the basis that a further opportunity may arise in future and we may wish to consider you for that, we will write to you separately,

seeking your explicit consent to retain your personal information for a fixed period on that basis.

Rights of access, correction, erasure, and restriction

Your rights in connection with personal information

Under certain circumstances, by law you have the right to:

- **Request access** to your personal information (commonly known as a "data subject access request"). This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.
- **Request correction** of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.
- **Request erasure** of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal information where you have exercised your right to object to processing (see below).
- **Object to processing** of your personal information where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground. You also have the right to object where we are processing your personal information for direct marketing purposes.
- **Request the restriction of processing** of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it.
- **Request the transfer** of your personal information to another party.

If you want to review, verify, correct, or request erasure of your personal information, object to the processing of your personal data, or request that we transfer a copy of your personal information to another party, please contact the Deputy Chief Executive in writing.

Responsibility for data protection compliance

The Deputy Chief Executive is responsible for overseeing compliance with this privacy notice. If you have any questions about this privacy notice or how we handle your personal information, please contact the Deputy Chief Executive. You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues.