

Job Description – Trainee Journalist

Reports to: Paul Mummery, Head of News & Media
Based: Home Based
Hours: Monday to Friday inclusive, flexible but nominally 8.00am till 4.00pm
(totalling 35 hours per week)

About Us

The Road Transport Industry is a dynamic, business critical sector upon which the UK economy depends. The Road Haulage Association (RHA) is the only UK trade association dedicated solely to the needs of UK road transport operators. It is the voice of the road haulage profession, a champion of its interests and a respected partner to the broader logistics community. We represent approximately 7,000 member companies.

Who are we looking for?

- We're looking for a trainee social media journalist to run our various channels – Facebook, Twitter, LinkedIn, Instagram and YouTube. You will also have creative ideas for development of these and other channels such as TikTok.
- You'll have first class writing skills and a hunger to generate good stories relevant to our members.
- The job also involves being a press officer so we'll train you how to handle tricky incoming inquiries and get the best out of our media coverage.
- You'll be able to get your ahead around haulage industry issues and then brief journalists with authority on RHA policy and issues.
- You'll be an expert in using analytics to improve channel engagement.
- You'll have experience developing social media channel and campaign strategies.
- You'll have experience in providing high quality content for social media channels and managing interaction with our followers.
- We need you to be able to write snappy, coherent press releases that sell our stories well to the media – and follow up with broadcast bids and fixing as well as quotes for specialist correspondents.
- We're looking for someone with strong visual skills – video and stills – and the ability to edit that content.
- You'll also be in charge of our weekly newsletter that goes out to more than 7,000 members – so strong subbing, headline writing and production skills are important.
- You'll be a first-class team player with a sense of humour in our dynamic virtual media office.

Key responsibilities and duties:

- Daily posting on Twitter, Facebook, LinkedIn and Instagram as appropriate
- Metric monitoring of all SM channels and compilation of performance reports
- Write press releases and brief journalists
- Daily media monitoring
- Proof reading of copy
- Flexible working hours including some weekend on-call duty

Key skills:

- Ability to improve engagement using analytics
- Channel and campaign strategy development
- The ability to build contacts and interact well with journalists and colleagues
- First class social media and writing skills
- An eye for a story – and how to shape it for different platforms
- Proactive story generation
- Strong photographic and video skills
- Strong teamwork skills essential as we have many internal and external stakeholders including a marketing agency with whom you will need to establish a strong rapport

General Responsibilities:

All employees of the RHA have the following responsibilities:-

Health and Safety

- To take responsibility for your own health, safety and welfare, being conversant and ensuring compliance with the organisation's policies and procedures

Training and Development

- To undertake all reasonable training, learning and development activity designed to support you in your role

Diversity and Equality

- To be responsible for your own behaviour and act in a manner that avoids and discourages any form of discrimination or harassment

Quality Policy

- To be responsible for the activities required to support the organisation's Quality Policy

Employee's Signature:

Date:

Manager's Signature:

Date:

Review Date:

Date: