



PRESS & SOCIAL MEDIA MANAGER

Job Title: Press & Social Media Officer/Manager

Reports to: Head of Communications

Place of work: Hybrid working between home and Victoria, London

Salary: £38,000 - £43,000 (depending on experience)

Type: Permanent

The Confederation of Passenger Transport (CPT) is an independent, not-for-profit, member-based trade body which exists to help the bus and coach industry to provide better journeys for all.

CPT represents around 800 members, ensuring the issues that matter most to the industry are firmly on the political agenda, giving members practical advice and support, and bringing the industry together to build better solutions.

CPT has dedicated teams in England, Scotland and Wales who work closely with members at local and national levels to help them achieve the best possible operating environment. Members include the largest multi-national transport operations along with small family run businesses. CPT also represent 150 suppliers who each provide dedicated products and services to the bus and coach industries.

Visit www.cpt-uk.org, [@cpt-uk](https://twitter.com/cpt-uk) and CPT on [Linked In](#)

Working at CPT

As the leading voice of the bus and coach sector our values matter to us. They help us achieve what our members have asked us to do and deliver our very best both individually and as an organisation. We are:

- ambitious to make things better for the passengers our industry serves
- inclusive in seeking out different perspectives and
- always there when our members need us.

We ask every colleague to live these values as part of their role and ask managers to enable their teams to do so.

Employee Benefits

Hybrid working between home and office (as agreed with line manager).
Interest free season ticket loan.



25 days annual leave - increasing by one day each year following two full years of service (up to a maximum of 28 days). Bank Holidays, additional to annual leave allowance.

Pension scheme with an employer contribution of 8.5% (following successful probation period and with 2.5% employee contribution).

Access to private Medical Insurance scheme (following successful probation period).

Non-contributory death in service policy of four times basic salary.

12 weeks paid Maternity Leave (must have 12 months continuous service as at the beginning of the 11th week before the expected week of childbirth and be entitled to receive SMP).

Job purpose: To support and enhance the performance of the press office function and to lead digital activity in a small and dynamic communications team, collaborating with colleagues to enhance CPT's digital presence and engagement.

Responsibilities:

Routine media relations work to promote CPT's policy positions and sustain effective relationships with CPT's media stakeholders.

CPT's digital external comm's activity – from relevant parts of the website to social media content, channel oversight and campaigns. Overseeing social media accounts/ channels, using a suite of tools to create high quality content, and delivering social media engagement strategies and plans that:

- Promote CPT's policy priorities across relevant media outlets to raise the profile of CPT as the pre-eminent voice of the coach and bus sector.
- Feature creative content across all relevant channels that has greater impact, improves engagement, and expands CPTs audiences.
- Influence a wide range of stakeholders such that they understand and value the benefits of bus and coach travel.
- Highlight the benefits of CPT's advocacy for the sector and aid CPT's member recruitment and retention.

Key Relationships

Internal: Close working with colleagues in the External Affairs Team, Regional Managers, and other colleagues across all teams within CPT including Scotland, Wales, Operations and Membership

External: CPT members, other stakeholders, and partners. Journalists, media planners and programme editors. Suppliers e.g. web hosts, graphic designers.



To apply

Please send your CV and a covering letter to media@cpt-uk.org

Closing date: Noon Mon 03 June but early applications will be considered as they are received.

Preliminary interviews (virtual) from 05 June onwards.

Successful candidates will be invited for a second in-person interview at CPT's offices in Victoria, London.

For queries, please contact Hannah Pearce, Head of Communications via media@cpt-uk.org

Tasks and results

Key tasks	Results
Support development and delivery of CPT's corporate media strategy.	CPT's policy priorities feature clearly in trade, specialist, and national media and across relevant social channels - promoting the organisation's key positions, activities, and the value of the bus and coach industry.
Design and implement multi channel integrated media plans to deliver (elements of) that strategy.	
Draft effective press notices, re-active media comment, blogs, and other media materials to promote CPT policy priorities.	CPT is recognised as having a first and best press office providing a timely, accurate and professional service to journalists.
Support relationships with relevant trade, regional and national journalists, understanding their needs, interests /forward plans and how CPT can contribute to them.	CPT is better positioned and seen as the lead and expert organisation on bus and coach issues.
Manage CPT's digital press lists and 'newsroom' resources effectively, logging all contact with journalists and editors.	The comm's function aids member recruitment and retention by supporting the provision of a key member benefit via the crisis control centre.
Be a point of contact for CPT's crisis control member hotline and part of CPT's 24/7 press office (out of hours) rota, responding to media requests.	



Key tasks	Results
<p>Lead on daily and periodic media monitoring and coverage analysis,</p> <p>Produce a daily news roundup for CPT staff and members.</p> <p>Track and evaluate CPT coverage and trends.</p> <p>Prepare copy for regular news bulletins sent to members.</p>	<p>CPT members and stakeholders are aware of the latest industry news and CPT's place within this.</p> <p>CPT maximises its use of relevant platforms and tools to accurately track and report to its board on topics such as its media reach and share of voice.</p>
<p>Plan digital campaigns in line with CPT's policy priorities and to underpin wider media plans, create toolkits for members and other stakeholders to use to amplify campaign messaging.</p> <p>Manage and monitor CPT's social media dashboard, identifying opportunities to build awareness of CPT, its key messages, campaigns, and members.</p> <p>Create, schedule and post impactful original materials tailored for CPT's channels.</p> <p>Track, analyse and report on metrics to assess performance of CPT's content, and use insights to drive better engagement and reach.</p>	<p>CPT's social media presence accurately communicates CPT's policy priorities and key messages in a consistent, high quality, visually effective and original manner.</p> <p>CPT continues to enjoy high levels of engagement with members and wider stakeholders who amplify CPT's key messages effectively.</p> <p>CPT's organic and paid social media activity performs well and continues to improve.</p>
<p>Ensure the news and policy areas of CPT's website are up to date with respect to press releases, policy reports, reactions, comments, and blogs.</p> <p>Update/edit other website materials when required, ensuring timely updating and house style adherence.</p>	<p>CPT is positioned and recognised as the lead and expert organisation on bus and coach issues with a clear focal point for views of the industry for journalists and members.</p>



Key tasks	Results
<p>In common with the entire CPT team:</p> <ul style="list-style-type: none"> • Undertake any other duties and responsibilities commensurate with the level and responsibilities of the post. • Work in harmony with colleagues and members, communicating in an open and courteous manner. • Actively and continuously review all work-related activities and suggest areas for improvement. • Follow all relevant Company policies and procedures. 	

Person specification

Criteria	Essential	Desirable
Qualifications		University degree in a relevant or related field.
Skills/capabilities, and technical competencies.	<p>Proficient in Microsoft suite, including Outlook, Excel, Word, and PowerPoint.</p> <p>Strong oral and written English communication skills. Good networking skills.</p> <p>Experience of gate-keeping media inquiries, writing press releases/reactive comment, and working with journalists.</p> <p>Previous experience running an organisation's social media channels (X, Linked In especially). Strong social content copywriting skills.</p> <p>Creative flair, strong ideas, and ability to consistently create innovative and high-quality social media content.</p> <p>Ability to manage a social media dashboard and to plan, post, schedule and evaluate performance.</p> <p>Website editing skills and familiarity with content management systems.</p>	<p>Knowledge of Onclusive and Signal or similar platforms.</p> <p>Familiarity with Umbraco or similar CMS</p> <p>Familiarity with Google Analytics.</p> <p>Experience of creating a social media dashboard (e.g. in Sprout).</p> <p>Skills in picture editing and in the production of short video and/or simple motion graphics.</p> <p>Knowledge of Creative Suite</p>



Criteria	Essential	Desirable
Behavioural competencies	<p>A demonstrable ability to work to CPT's values.</p> <p>Versatility, creativity, enthusiasm, and a committed self-starter.</p> <p>Ability to prioritise, well organised with a strong attention to detail. Experience of working to tight deadlines and schedules.</p> <p>Confident, collaborative, and comfortable engaging with senior comms professionals, journalists and CPT's partners/stakeholders.</p>	
Experience	<p>Significant experience working in (a) communications /digital marketing role(s).</p>	<p>An interest in public transport and its importance for UK climate action and sustainability.</p> <p>Experience of working for a transport operator, and/or of working for/alongside a trade association.</p>
Knowledge	<p>Sound news judgement and risk awareness.</p> <p>Strong understanding of print media and the role of social media.</p>	<p>Issues and/or campaign management experience.</p>

Job description agreement

	Manager	Employee
Signed		
Date		