

## **Job Description**

### **External Affairs Officer**

**Salary: Based on experience**

**Reporting to: Director of External Affairs**

**Please submit a covering letter and your CV to [mo-metfisher@countryside-alliance.org](mailto:mo-metfisher@countryside-alliance.org)**

**Please note: Interviews will take place on a rolling basis and the position may be filled prior to the closing date if a suitable candidate is found. It is envisaged that the post-holder will start as soon as possible following appointment.**

## **Countryside Alliance**

The Countryside Alliance is a campaigning organisation that promotes the rural way of life in Parliament, in the media and on the ground. We campaign for the countryside, for rural communities and for hunting and shooting.

Our mission is to promote understanding and acceptance of the rural way of life and activities such as hunting and shooting in a managed landscape, protecting them from bias, misinformation and over regulation.

## **The Post**

The External Affairs Officer supports the Director of External Affairs and other Directors in promoting the Countryside Alliance's campaigns to policymakers, the media and other relevant stakeholders. A key part of this role will include assisting in securing positive press coverage for the Countryside Alliance and its relevant interest areas, including, but not limited to, trail hunting, shooting, and issues affecting rural communities, such as rural crime, housing, and digital connectivity.

The role involves a wide range of responsibilities, assisting teams across the Countryside Alliance. A high degree of flexibility and ability to adapt is essential to succeed in this role.

## **Key responsibilities include:**

- Media monitoring to ensure organisation-wide awareness of key campaigns and rural issues, providing monthly reports tracking our effectiveness in the media;
- Producing a daily media newsletter "Morning Briefing" on topical rural issues for an external audience;
- Writing and proofreading press releases and comments to send to journalists;
- Creating content through writing news stories for the Countryside Alliance website and social media posts;
- Owning and managing databases to track, organise, and monitor the delivery of the external affairs strategy providing regular reports;
- Building and maintaining strong relationships with key external stakeholders including parliamentarians, journalists and media outlets;
- Acting as a representative of the Countryside Alliance, attending events and meeting stakeholders;
- Organising and managing events on behalf of the Countryside Alliance, including party political conferences;
- Providing external affairs and administrative support to Future Countryside and other Campaign for Rural Communities activities;
- Administrative support – mail outs, arranging meetings etc, as required.

## Skills required

- A keen interest in politics, current affairs and policymaking, and an understanding of key issues in British politics and media;
- Strong interpersonal skills and ability to work as part of a team;
- Strong writing abilities, preferably with experience writing press releases and opinion pieces;
- Communication skills, with an ability to relay key messages concisely and accurately to political stakeholders and Countryside Alliance members at events;
- Social media skills and, preferably, experience with Canva or other graphic design platforms;
- Proficiency in Microsoft Office, including word, excel, and PowerPoint;
- Must be comfortable with, and supportive of, the Alliance's aims and objectives and ideally would have some existing knowledge of rural affairs and country pursuits;
- Two years' experience in public affairs or similar related role preferred.

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