



Senior Media Officer

Job Description

Role Purpose

Our vision is that every child and young person in the country has a safe and happy childhood. To help us achieve this, the role will:

Plan and deliver news and media relations activities across the UK to highlight the work of Action for Children and issues relating to vulnerable children, young people and families.

In this role, you'll be responsible and accountable for:

1. Planning and delivering national, regional and trade proactive and reactive news and media relations activity, including overseeing media campaigns, to highlight Action for Children campaigns, services, policy and fundraising initiatives.
2. Demonstrating excellent news judgement and developing key relationships to engage with national, regional and trade media as appropriate, including editors, journalists, producers and researchers, to maximise media coverage.
3. Researching and writing media releases, statements and articles as appropriate for national, regional and trade media outlets; ensuring all materials are produced in accordance with Action for Children procedures and key messages.
4. Writing briefings and Q&As and preparing spokespeople for media interviews.
5. Working closely with the policy team to disseminate complex policy findings to a news audience in an accessible and engaging way.
6. Working as a member of the media team to coordinate and deliver media meetings, photo calls and similar events, ensuring all events are produced in accordance with Action for Children procedures and key messages.
7. Helping identify and manage case studies according to Action for Children procedures.
8. Participating, alongside media officers, in the media team's out of hours rota, which runs 365 days a year, 24 hours a day, including weekends and bank holidays.
9. Monitoring the national news agenda, demonstrating excellent news and policy awareness, keeping up to date with news stories relevant to the work of Action for Children.
10. Managing reputational issues in accordance with Action for Children procedures.
11. Producing evaluation reports for media campaigns.

The responsibilities, accountabilities and reporting structure for this role will be reviewed periodically and updated, if required.

To do this, you will have:

Qualifications

1. A professional qualification in Journalism/PR or equivalent experience

Skills, knowledge and experience

1. Experience of media relations within a press, PR or communications office, handling proactive and reactive activities.
2. Experience of raising the profile of an organisation through media and PR activity
3. and campaigns.
4. Experience of working with broadcast, print and online media.
5. Experience of media and PR plan development and delivery.
6. Experience of briefing and preparing colleagues and service users to undertake media interviews.
7. Excellent oral and written communication skills, with excellent attention to detail.
8. Experience of working on projects/ campaigns within multidisciplinary teams to achieve shared objectives.
9. Crisis communications and reputation management experience.

Don't meet every single requirement?

If you're excited about this role but your experience doesn't align perfectly with the job description, we'd love you to apply anyway. You might just be the perfect person for this role, or another role within the Action for Children family.

To do this, you will work with:

Internal contacts:

Income and Engagement and Influencing teams
Children's Services teams
Senior Management

External contacts:

National/local/ regional journalists
Action for Children service users
External stakeholders including corporate partners, coalition partners and local authorities

What else?

Everyone at Action for Children must promote equality, value diversity and work inclusively to ensure everyone feels welcomed and valued.

If you're appointed, you'll need to have a disclosure check.

For completion by the Reward Team:

Operational Job Title: Senior Media Officer
Panel approval: Reward Team
Job Family: Communications
Panel date:
Grade: 5
Payscale Ref: COM50