

NSPCC JOB DESCRIPTION

JOB TITLE: MEDIA EXECUTIVE (Grade 2)
FUNCTION: PRESS OFFICE
DEPARTMENT: COMMUNICATIONS
BASED: BIRMINGHAM, WEST MIDLANDS
DATE: OCTOBER 2017

We would also consider proposals for flexible working hours

Context and background

The NSPCC is the leading charity focused on preventing cruelty against children in the UK. In order to carry out our charitable work, maximise our impact and achieve our strategic aims we must communicate efficiently and effectively with our audiences.

The award-winning NSPCC Communications team is known for its talent, expertise and creativity in inspiring and challenging people to act on child abuse. We work collaboratively, both organisationally and across integrated communications disciplines, to deliver shared outcomes and measurable results through all available communications channels. The NSPCC's media team is the focus for all press and media work that comes in to the organisation or goes out from it. It works proactively to generate media coverage for all activities and campaigns, delivers strategic media plans and develops opportunities both proactively and reactively to service a huge array of media/journalists that make contact for comment, information and sign-posting on day-to-day events and upcoming issues. The team is responsible for developing a comprehensive media approach with a clear strategy including statements and press releases, audio visual material and campaign packs. It also continually monitors and evaluates all media coverage gained.

The NSPCC Press Office team is responsible for all our interactions with the media, be it through printed media, broadcast or digital and across the UK, devolved nations and regionally. The team will work collaboratively across the NSPCC to develop a strategic NSPCC presence in the public eye, creating a strong media platform for the NSPCC to publicise its work to end cruelty to children. The remit of the Press Office is to develop this presence on a national basis but also support locally within the four nations and across the regions.

The regional media team is based around the English regions. They are often the first point of contact for all communications activities in the NSPCC's areas. The teams offer support, guidance and leadership to divisional and national colleagues on regional and national communications issues across all disciplines and develop specific communications strategies for their own areas linked to the overall functional communications strategy.

We strive for top performance and excellence in all that we do. We are committed to building positive staff and stakeholder engagement, a high public profile, strong reputation and a world-class brand. We continue to set the agenda, influence opinion and find bold, innovative communications that create the changes needed to end cruelty to children for good.

Job Purpose

- To contribute to media team's role of delivering media coverage and ensuring that all communication is of an appropriate high standard, consistent with NSPCC's brand and key messages.
- To help deliver the agreed departmental strategy, plans and standards.
- To work effectively with other teams and departments in promoting communications work, policies, campaigns and publications.

Key Relationships – Internal

- Reports to the Media Officer
- Works closely with other colleagues in the media team to implement media initiatives.
- Liaises with staff in other NSPCC directorates, to ensure clarity of key messages.

Key Relationships – External

- The news media across all mediums in the Midlands and the UK
- Working with individuals and representatives from a range of agencies, media organisations and suppliers.
- Proactively working to develop contacts in relevant external organisations in order to assist with stakeholder management

Main Responsibilities

- To perform well in the role of media executive by carrying out tasks as assigned by the line manager to agreed standards and deadlines and meeting corporate standards of customer service.
- To carry out research through a range of sources, including the internet, intranet, publications and other external contacts, including government bodies, organisations and other charities, in order to obtain relevant information that can contribute to communications strategies.
- To work within short term and long term media plans as conveyed by the team.
- To prepare briefing notes, press releases, operation notes, summarising papers and publications to a high standard.
- To undertake specific communications projects.

Responsibilities for all Communications Staff

- To actively participate in regular department and team meetings, contributing to strategy, discussions and decisions which will be beneficial to NSPCC's communications activities.
- To maintain an awareness of own and others' Health and Safety and comply with the NSPCC's Health and Safety policy and procedures.
- To take personal responsibility for keeping up to date with NSPCC work to end cruelty to children, including securing updates on project and service developments and general NSPCC news.

Person Specification:

Knowledge and Experience: Essential

- Experience of working in a busy press office or in the media.
- Proven ability to produce material for external audiences such as press releases, marketing materials or digital materials to a high standard.
- An awareness of the media and political landscape both locally and nationally.

- Well-developed written and verbal communication skills to deal effectively, efficiently and appropriately with internal and external stakeholders including the media
- Ability to successfully influence and negotiate with individuals and achieve objectives through excellent relationships
- Experience of collecting data from various sources, and ability to analyse and present findings clearly for internal and external communications including for press releases
- Proven ability to prioritise and organise own workload effectively and efficiently and meet deadlines.
- Well-developed ability to work well with others as part of a team, providing support as required, and build and maintain effective working relationships
- Ability to apply effective numeracy skills in accurately entering and recording financial data and other general calculations and working within defined procedures and regulations.
- A full current driving licence and access to a car for business purposes.

Personal characteristics:

- Ambitious with a determination to succeed
- A confident and motivated self-starter who can operate independently with guidance
- Positive can-do attitude
- Team player
- A commitment to high standards of service delivery and customer care.
- Commitment to apply NSPCC's values and behaviours to all aspects of work.
- Willingness to work flexibly in approach to work and work time requirements.