



NSPCC JOB DESCRIPTION

JOB TITLE: Media Officer – East of England

FUNCTION: COMMUNICATIONS

DEPARTMENT: Press Office

Based: Peterborough

DATE: January 2020

Context and background

The NSPCC is the leading charity focused on preventing child cruelty in the UK and we believe that every childhood is worth fighting for. To carry out our charitable work, maximise our impact and achieve our strategic aims, we must communicate efficiently and effectively with the maximum possible impact to all key audiences.

The NSPCC's Media Team is responsible for all the NSPCC's media activity across traditional and online media outlets at national, regional, consumer and trade level. The busy, proactive team works collaboratively across all NSPCC directorates to create a strong media platform for the NSPCC to publicise its work and campaigns.

The media team is currently generating record amounts of media coverage for our campaigns and strategic objectives, shining a light on some of the biggest child protection challenges of the day, and promoting our services supporting children and families across the country. The team has been shortlisted for the PR Week Awards 'In House Team of the Year (Public/Third Sector) 2019, and we deal with a huge array of national and regional media making contact with us every day for comment, reaction and information.

Role

We are looking for a proactive, ideas-driven Media Officer to join the East of England Media Team.

The role offers the opportunity to develop and deliver high-profile news stories on child abuse and neglect, make an impact across regional media in the East of England and national media, and contribute to the delivery of our campaigns that change laws and make a difference to children around the country.

The East of England Media Team is one of five regional media teams at the NSPCC, working closely with regional media in that area while also contributing significantly to media team work on a national level.

We need someone with experience in a fast-paced newsroom or press team, with a broad grasp of the regional and national media and political landscape,

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and an understanding of the role of social and digital media in a news environment. You'll be expected to work collaboratively with colleagues both in the media team and across the NSPCC.

We are looking for a Media Officer who will proactively generate media coverage for activities and campaigns using a variety of methods ranging from traditional press releases, to digital and audio content. The role needs someone who can develop 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 role reports to the Regional Media Relations Manager and is based with our East of England Media Team in Peterborough.

Job Purpose:

- To assist in the development and delivery of media strategies and plans that deliver on organisational objectives.
- To help build the profile of the organisation in the East of England through media strategies across all platforms.
- To identify and develop strong news stories in support of the NSPCC's work and campaigns – and create media packages around these.
- To develop key stakeholder relationships in the region, both internal and external, particularly with the local media.
- To contribute to the Communication function's purpose of ensuring that all communication is of an appropriately 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 brand.

Key Relationships: Internal

- Reports to the Media Manager for the Regions.
- Works closely with other colleagues in the Press Office, Communications, Fundraising and Policy to implement communication initiatives.
- Engages with staff in other NSPCC functions, to ensure the quality, focus and timing of communications activity.

Key Relationships: External

- Media relationships across all mediums.
- Working with individuals and representatives and individuals 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 develop and deliver media plans based on wider team strategies and ensure that campaigns and initiatives are delivered effectively.
- To help develop proactive multi-disciplinary media stories and campaigns.
- To protect and enhance the reputation of the NSPCC through the media.
- To assist in the strategic planning for the Press Office.
- To work within short term and long term media plans both proactively and reactively.
- To assess and prioritise day-to-day stories, plans and tasks and assume responsibility for delivery.
- To develop and produce packages for a wide range of online, broadcast and print media including press releases, quotes, articles, newsletters and operational notes, often utilising video and audio content.
- To build strong relationships with external stakeholders, particularly within the media.
- To work closely with the Media Manager for the Regions.
- To develop and carry out research and projects to the advantage of the broader aims of the NSPCC.

Responsibilities for all Communications staff:

- To actively participate in regular department and team meetings, contributing to 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

- Significant experience of working in a complex press office or equivalent in the corporate, charitable or political sector, or significant journalism experience in a newsroom environment.
- Experience of developing and assisting with the development of successful media campaigns, plans and strategies.
- Experience of developing and managing good relationships with stakeholders including journalists and broadcasters.
- Demonstrable grasp of the wider media and political context and an understanding of the importance of digital channels and social media in delivering successful media campaigns.
- Excellent written and verbal communication skills.

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- Written communication skills that enable an understanding, interpretation and presentation of complex or sensitive information in a clear and persuasive way for a range of audiences.
- The ability to organise and plan own work to deliver projects/initiatives to agreed deadlines.
- Ability to identify and devise creative solutions to achieve desired outcomes.
- Fully competent IT and digital skills.

Knowledge and Experience: Desirable

- Journalism experience.
- Experience across a range of sectors e.g private, public, third sector.

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.
- A 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.