

## JOB DESCRIPTION:

# Senior Media Relations Officer

**Location:** Bristol, London or remote (within UK)  
**Salary:** £34,200  
**Reports to:** Communications Manager  
**Length of contract:** 37 hours per week, 12 months fixed term contract (maternity cover).

## MAIN PURPOSE OF POST

To be the first port-of-call for all proactive and reactive media, working closely with the Communications Manager and the Head of Media, Brand and Relationships. This role is intrinsic to the running of Women's Aid's fast-paced press office, influencing, responding to and driving the media agenda on domestic abuse and violence against women and girls.

## DUTIES AND KEY RESPONSIBILITIES

### 1. Leading on proactive and reactive media work

- To be the first point of contact for media and publicity enquiries.
- To be part of the out-of-hours on call rota for media enquiries.
- To help identify media opportunities and to maximise positive media coverage for Women's Aid.
- To employ extensive horizon-scanning and support on any media crisis communications.
- To cultivate and maintain excellent media relationships.
- To produce press releases, statements and other promotional copy for Women's Aid.
- To develop pitches and news stories in collaboration with other departments.
- To publish statements and releases on the Women's Aid website and across social media as needed.
- To lead on media briefings that convey appropriate key messages and thoroughly prepare Women's Aid spokespeople.
- To raise the profile of Women's Aid and key staff including our CEO in the media and to support on drafting key documents that help position their voices, like report forewords and event speeches.
- To identify and interview case studies and media spokespeople and to ensure they are treated in an appropriate and safe manner.
- To maintain our media spokesperson database and ensure survivor voices are at the heart of our media work.

- To work on Women's Aid internal and external campaigns, providing media support as required.
- To manage our media database and monitoring systems to ensure we are effectively tracking and benchmarking coverage, as well as having robust systems in place to distribute media.

## 2. General Responsibilities

- To maintain clear and adequate records of work completed; and to produce reports on media coverage, work programmes and activities as required by management.
- To contribute to team meetings and organisational priorities, to prepare and participate in supervision and appraisal meetings as required.
- To take direction on projects and priorities from your line manager, this may vary from time to time.
- To carry out word-processing, filing, and administrative tasks necessary to comply with the job description, including taking and disseminating minutes of meetings, both external and internal as required.
- To assist in the organisation of meetings, conferences or events organised by Women's Aid, if required.
- To provide support and assistance to Women's Aid teams as necessary.
- To abide by all organisational policies, codes of conduct and practices, and to work within a framework of equal opportunities and anti-discriminatory practice.
- To be flexible within the broad remit of the post.

## 3. Other

- This job may involve occasional unsocial hours and travel throughout England.

## **PERSON SPECIFICATION: Senior Media Relations Officer**

### **EXPERIENCE**

#### **Essential:**

- At least 2 years' professional experience of working in journalism, PR or similar.
- Demonstrated history of achieving significant proactive and reactive media coverage.
- Experience of working with the national press.
- Experience of responding at speed to breaking news and reactive requests to leverage coverage.
- Experience of adapting to the changing media landscape.
- Experience of using media monitoring and delivery platforms.
- Experience of briefing senior internal and external figures to convey organisational messages.

- Experience of using a range of computer packages, particularly Microsoft Office packages.
- Experience of online communications, including uploading copy to websites, and using social media.

**Desirable:**

- Experience of liaising with a variety of individuals and organisations at a variety of levels, including political stakeholders.
- Experience of maintaining and systems for information storage and retrieval.
- Experience of working with sensitive subject matters or within the violence against women and girls sector.

**SKILLS & ABILITIES**

**Essential:**

- Ability to produce high quality written material, across media, that translates often complex political/statistical messaging into plain English.
- Ability to carry out a range of research and information-gathering activities.
- Ability to provide a friendly and efficient service to a wide range of individuals and organisations and to maintain and develop positive relationships.
- IT skills, including accurate data inputting skills, ability to use Word, Access, PowerPoint, email and internet and willingness to learn new packages and IT skills as required.
- Ability to work on own initiative and prioritise work, work to tight deadlines and respond to urgent unplanned demands
- Ability to communicate sensitively with survivors of domestic abuse to discuss case studies.
- Ability to think both logically and creatively.

**KNOWLEDGE**

**Essential:**

- A basic understanding of, and sensitivity to, the issues relating to domestic abuse, including the nature of domestic abuse and its impact on women and children.
- Understanding of local and regional news structures and hierarchies within them.

**Desirable**

- An understanding of the essential requirement to maintain confidentiality in all areas of work.
- An understanding of the principles and practices of marketing.

## **EDUCATION/TRAINING**

- University educated or able to demonstrate professional equivalent.

## **OTHER REQUIREMENTS**

### **Essential:**

- Able to demonstrate a commitment and sensitivity of the aims and objectives of Women's Aid
- Commitment to anti-discriminatory practice and equal opportunities
- Willingness to work occasional unsocial hours as required.

## SUMMARY OF TERMS AND CONDITIONS OF EMPLOYMENT

**Terms of appointment:** Confirmation of appointment will be subject to the satisfactory completion of a probationary period. This will normally be of six months (less for short term contracts). During this time an employee will be expected to establish their suitability for the post. During the probationary period employment may be terminated in writing, giving one week's notice by either party (this may be waived by mutual agreement). Only any statutory dismissal procedure will apply during the probationary period. There is no probationary period for contracts of under 3 months.

**Salary:** £34,200. Salary is paid in arrears through bank credit by the 25th of each month. Part time staff receive pro-rata payment based on hours worked.

**Working hours:** The standard working hours for this post are 37 hours per week; benefits include a generous bank holidays and annual leave package and contributory pension scheme.

**Support and supervision:** Women's Aid has a commitment to providing regular supervision and support to staff with annual appraisals forming a key part of staff development. We have a training policy in place and encourage staff to take an active role in their career development plan.

**Pension:** Women's Aid is enrolled with the People's Pension scheme. Women's Aid normally contributes 7% of salary and the employee contributes 3% towards the group pension scheme. Eligible staff will be automatically enrolled on the scheme when they have successfully completed the 3 month interim probationary review. .

**Annual Leave:** Women's Aid offers an annual leave entitlement of 25 days per year rising by one day per year until 30 days annual leave per year is reached. In addition, we offer 8 days public holidays plus 2 additional days in March and August. All leave entitlement is calculated pro-rata for part time employees.

**Other leave:** Employees have contractual rights to time off for reasons of sickness, maternity and other circumstances.

**Period of notice:** 1 month after your probationary period has been completed.

**Union:** You have a right to membership of a trade union. Women's Aid recognises Unison.

**Asylum and Immigration Act 1996:** To comply with this Act, Women's Aid will need to see the original of at least one document from a specified list, most commonly a British Passport.

Additional information is available on request.