



<b>DETAILS OF ROLE</b>	
<b>Role title</b>	<b>Media and Communications Manager</b>
<b>Reports to</b>	<b>Director of Communications</b>
<b>Direct reports</b>	<b>Media and Communications Officer, freelancers, secondees</b>
<b>Directorate &amp; Team</b>	<b>Communications</b>
<b>Contract type</b>	<b>Full time, Permanent</b>
<b>Location</b>	<b>17-21 Wenlock Road, London, N1 7GT</b>
<b>Salary</b>	<b>£42, 250</b> <b>Grade 6 / Zone 1</b>

## Who we are and what we do

The Disasters Emergency Committee (DEC) is a unique and dynamic membership organisation which comprises 15 of the UK's leading humanitarian agencies: ActionAid, Action Against Hunger, Age International, British Red Cross, CAFOD, CARE International, Christian Aid, Concern Worldwide (UK), Islamic Relief Worldwide, International Rescue Committee UK, Oxfam GB, Plan International UK, Save the Children, Tearfund and World Vision.

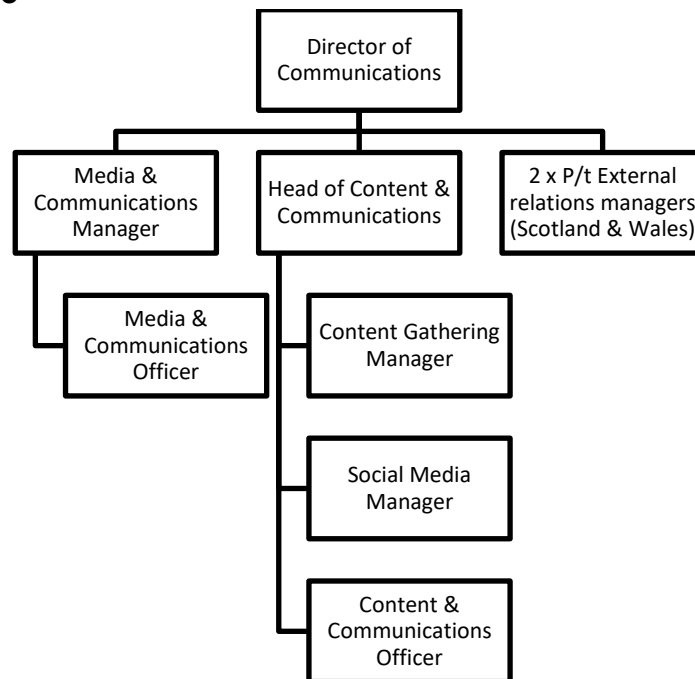
Since it was founded in 1963, the DEC has run over 77 fundraising appeals and raised more than £2.4 billion to help save lives and protect livelihoods in disaster-affected communities around the world.

The DEC launches appeals when there is a humanitarian emergency of such magnitude to warrant a national UK response. DEC fundraising appeals benefit from unique corporate partnerships through our Rapid Response Network and the combined expertise of our member agencies, resulting in wide reaching appeals across high profile TV, radio, and an increasing number of digital channels.

Most DEC funds are raised over an intensive two-week period following a disaster. Appeal funds are specifically for overseas humanitarian work and are normally spent over a two or three-year response period. An important part of the DEC's remit is in learning, accountability and sharing information.

The DEC Secretariat is funded by contributions from its member agencies and is responsible for the day-to-day running of the DEC. There are currently 36 staff members and a small number of dedicated volunteers, working together to promote the strategic values of collaboration, accountability & transparency, learning, humanitarian and impartiality.

## Team Structure



### Purpose of the role

The purpose of this role is to create powerful and accurate messaging for the DEC's communications outputs and to set and lead on the delivery of the media strategy of the organisation.

You will create compelling, impactful, and up-to-date proactive and reactive messaging for use across the DEC, drawing on Programmes information, interviews with aid workers, content commissions and verified news reports. You will lead on the DEC's brand language and tone of voice.

As the lead on media relations and public relations (PR) work you will draft, commission or sign off press releases, pitches, opinion editorials (op-eds) and reactive statements. You will monitor coverage and carry out media and PR trips. You will build relationships with media partners, journalists, and media staff from DEC member charities.

Working with the Programmes and Accountability department you will contribute to and edit public-facing programmatic reports, ensuring quality and accessibility, and develop a deep understanding of the work the DEC is funding to feed into message development.

You will line manage the Media and Communications Officer as well as freelancers supporting the team in times of heightened workload.

## **During appeal launch (two-week Period of Joint Action)**

Working with the Director of communications you will set the key messages for the appeal. You will support the production of the televised appeal films by liaising with broadcaster partners on scriptwriting brief, content, and graphics.

You will manage the DEC media office, overseeing seconded staff from member charities and freelancers as necessary. Conducting post appeal evaluations, you will also develop strategies and processes between appeals.

Draft daily messaging and ensure different parts of the DEC are coordinated in their output, ensuring internal guidelines are met, and inclusive decolonised and depoliticised language is used accordingly.

## **RESPONSIBILITIES**

### **Media relations and PR: Appeals**

- Appeal monitoring: Provide media analysis and monitoring to contribute to the assessment of DEC appeal launch criteria.
- Appeal launch: Liaise with broadcasters on scriptwriting brief, content and graphics, ensuring final drafts have met executive approval.
- Period of Joint Action: Manage the DEC press office, including overseeing the launch press conference, setting the narrative for the appeal within the external media context, press releases, interview, and visit requests, talking points, reactive statements, op-eds, and other proactive pitches.
- Post-Period of Joint Action: Carry out media analysis, continue to fulfil media requests as required and monitor developments in media narrative around disaster.
- Reporting back campaign planning: Create media and PR strategy for reporting back campaign, aligning and influencing its role in the broader campaign.
- Reporting back campaigns: Manage the DEC press office overseeing media trips, press releases, media reports, interview requests, talking points, op-eds, and other proactive pitches.

### **Media relations and PR: Business as usual**

- Manage relationships with journalists, DEC media partners (excluding broadcasters) and members' media teams.
- Oversee media requests, the updating of media lists, website media centre, and provision of media monitoring.
- Draft statements, reactive lines and organise media training as required.
- Act as a media spokesperson as required.
- Work closely with the Content Gathering Manager to ensure the voice of people affected by disasters is strongly represented in external communications and content helps meet the needs of the media.
- Keep abreast of coverage and trends related to humanitarian and international development stories and issues in the media and advise on where the DEC can add value.

\*During the PJA, the press office is made up of freelance roles including Press Office Manager, Editorial Manager and PR Manager, the DEC's Comms and Media Officer, and up to 10 secondees from the DEC's member charities. During reporting back campaigns, it is likely to be smaller and active for a shorter period.

## **Messaging**

- Create compelling, impactful, and up-to-date proactive and reactive messaging for use across the DEC, drawing on Programmes information, interviews with aid workers, content commissions and verified news reports.
- Arrange and conduct interviews with aid workers to ensure the DEC is well informed on the latest situation in appeal countries.
- Contribute to and edit public-facing programmatic reports, ensuring quality and accessibility, and develop a deep understanding of the work the DEC is funding to feed into message development.
- Contribute to DEC's written content including articles, scripts and reports and provide editorial services across the DEC where required. Help ensure all communications and fundraising material delivers the DEC brand and agreed key messages and is targeted at DEC priority audiences.
- Maintain the DEC style guide and advise all DEC colleagues on its implementation. Advise on plain English standards.
- Own the DEC's brand language and tone of voice, moving forward messaging about what the DEC is and does when necessary.
- Engage with the broader sector in conversations about ethical communications, including anti-racist communications, equalities, GDPR to inform messaging and ensure best practice in communications processes and outputs.

## **General**

- Line-manage the Media and Communications Officer and ensure freelancers meet their deliverables effectively.
- Advise on and assist with delivering internal communications activities within DEC secretariat and to members such as developing information hubs.
- Contribute proactively to and follow DEC policies and Communications departments procedures.
- Support DEC Scotland, Wales, and Northern Ireland with their communications needs.
- Other duties as reasonably required as part of the communications management team.

Competencies	Grade	Description
1. Delivering Quality Results	C	Supports others to achieve outstanding results and to manage risks well
2. Planning	C	Takes a 'helicopter' view and anticipates the future
3. Analytical and Innovative Thinking		Analyses the external environment confidently and creates options for future solutions
4. Communications	C	Communicates complex technical and/or sensitive/high risk information effectively
5. Team Working and Collaboration	C	Develops external networks to increase internal thinking/learning
6. Leading and Motivating	C	Champions ownership of corporate decisions and leads and motivates others or direct reports effectively
7. Resilience	C	Clarifies priorities and supports others to cope with pressure

PERSON SPECIFICATION		
Criterion and descriptors	Essential	Desirable
<b>Knowledge / Experience:</b> <ol style="list-style-type: none"> <li>1. Proven and demonstrable experience working in media relations, PR, or journalism.</li> <li>2. Experience of creating campaign messaging for use across a range of channels.</li> <li>3. Experience of interviewing and gathering information from a range of sources to inform messaging.</li> <li>4. Experience of working on reactive communications in a fast-paced environment.</li> <li>5. Experience of using and developing brand language and tone of voice.</li> <li>6. A strong interest in global current affairs and an awareness of the political complexities in conflict and disaster-affected communities.</li> <li>7. Demonstrable ability to efficiently and accurately, brief colleagues on messaging sensitivities in relation to new crises.</li> </ol>	<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>	

	<p>8. Solid understanding of humanitarian principles as well as good journalistic values, specifically accuracy; independence; impartiality; humanity; and accountability.</p> <p>9. Good relationship and interpersonal skills with ability to manage, advise, train, and support diverse teams to deliver outstanding results.</p> <p>10. Substantial writing and copy-editing experience.</p> <p>11. Proven experience of working in a high-pressure environment to meet deadlines.</p> <ul style="list-style-type: none"> <li>• In-depth knowledge of humanitarian and environmental issues.</li> <li>• Proven experience of working with real-life stories and associated ethical issues.</li> <li>• Experience of digital/ online fundraising.</li> <li>• Experience of advising, guiding, and feeding back to colleagues on their writing.</li> <li>• Experience of working in a charity or as a newspaper/ online sub-editor.</li> <li>• Demonstrable experience of working collaboratively with communications and other teams, and positively managing differing and conflicting objectives.</li> </ul>	<p>X</p> <p>X</p> <p>X</p> <p>X</p>	<p>x</p> <p>x</p> <p>x</p> <p>x</p> <p>x</p> <p>x</p>
<b>Qualifications</b>	Post school education or training, equivalent to a degree or level 5 qualification, in a relative field.	X	
<b>Skills</b>	<p>1. Excellent proficiency in writing, editing and proofreading skills, with an excellent eye for detail.</p> <p>2. Excellent project and time management skills with a proven ability to work without close supervision to deliver results.</p> <p>3. Excellent analytical and numeracy skills, with a strong ability to understand complex information quickly and simplify for external audiences.</p> <p>4. Good project management skills with an ability to understand and improve complex workflows.</p> <p>5. Proactive, approachable, diplomatic, and constructive, with persons of varying backgrounds and a range of political, cultural and value orientations.</p> <p>6. Very strong people management, interpersonal and collaboration skills.</p>	<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>	

	<p>7. Persuasive and confident manner in dealing with colleagues and suppliers.</p> <p>8. Resilient and able to cope with periods of intensive working.</p> <p>9. High level of technical ability with all usual computer software packages [i.e., Microsoft Office, Adobe].</p>	X	
<b>Secretariat culture and mind set</b>	<p>Ensure DEC's values are integral to and are upheld, throughout your DEC journey.</p> <p>Open to effective, personalised support for managing a healthy work-life balance.</p> <p>Acute self-awareness, maintaining behaviour and conduct of the highest standards of professionalism and respect as an ambassador for the DEC.</p> <p>Actively contribute to make the DEC a diverse and equitable workplace through inclusive practice and openness to different perspectives, cultures, and ideas.</p> <p>Embrace the working culture of a progressive learning and demanding humanitarian secretariat, seeking insight and using problems as opportunities to learn.</p>		

This job description is a guide to the nature of the work required of the position at the DEC and does not form part of the contract of employment. It is neither wholly comprehensive nor restrictive and therefore does not preclude change or development that will inevitably be required as the DEC learns and evolves in response to global emergencies.