



Job Description

Job title:	Head of Media
Department:	Policy & Social Change
Reporting to:	Executive Director of Policy and Social Change
Salary:	£71,162 per annum
Hours:	35 per week
Location:	London office based. Working from home is an option in line with Crisis' Hybrid policy
Contract type:	Fixed term for 10 months (parental leave cover)

Aim and influence

- Responsible for leading Crisis' strategic communications, reputational risk, and wider public attitudes agenda
- Ensure solutions to homelessness are regularly part of the news and media agenda in Britain
- Lead media strategy to drive brand awareness and support for Crisis, particularly in consumer media and in support of our commercial and fundraising objectives

Financial and supervisory responsibility

- Line management News and Media Manager, Artist Liaison Manager and Strategic Communications Project Manager

Other key details

- The nature and scope of this post will require you to work closely with the Head of Policy and Campaigns, Head of Policy and Communications in Wales and Scotland, Head of Brand and Marketing, and colleagues across the Brand, Marketing and Fundraising and Client Services and Enterprise and Innovation directorates
- Some evening and weekend work, including travel time and overnight stays, will be required and time off in lieu will be given in accordance with Crisis TOIL policy



Head of Media

Organisational chart

Please note structure is subject to change



Job responsibilities

- Drive national and regional media and PR strategies that deliver high profile and targeted coverage which engages key audiences, keeps homelessness high on the public agenda and supports Crisis' brand, policy and influencing, client services and commercial objectives, including fundraising
- Deliver a comprehensive agenda to reframe the public discourse on homelessness among key audiences
- Provide strategic communications leadership for reputational risk, incident management and crisis communications including support and advice for senior stakeholders
- Oversee and support the implementation of the high-profile supporter/talent strategy
- Develop and maintain a network of strategic relationships and partnerships in support of our communications objectives with key individuals including journalists, sector partners and other stakeholders
- Support the development of high level owned, earned and paid media plans to support our objectives for both day-to-day and major public facing campaign moments, including Crisis at Christmas, corporate partner and commercial relationships
- Ensure that the voices and stories of people with experience of homelessness have a high profile within Crisis' external communications
- Effectively lead and manage Crisis' Strategic Communications, Media and Artist Liaison team, ensuring excellent standards of staff development and support
- Manage the Strategic Communications and Media team budget and ensure it is used to maximum effect in support of Crisis' objectives
- As a senior leader in the organisation, to understand and represent the wider strategic priorities of Crisis, proactively maintaining excellent relationships across departments and geographical locations
- Ensure all our communications follow our inclusion principles in support of our EDI strategy

Head of Media

General responsibilities

- Proactively seek out opportunities to promote and support member involvement within Crisis
- Develop and maintain an understanding of Crisis' work and the needs and circumstances of people facing homelessness
- Comply with Crisis policies and procedures, including Health and Safety policies, for which all employees owe a duty of care both to themselves and others, in accordance with the Health and Safety at Work etc Act
- Comply with all Crisis policies and procedures and promote good practice as relates to Safeguarding and Equality, Diversity & Inclusion
- Supervise, guide or direct volunteers where necessary
- Work collaboratively across departments to support Crisis' mission to end homelessness
- Commitment to the utilisation of Crisis' chosen IT Systems
- Competent in the use of laptops, desktop PC's and headsets
- Competent in the use of Microsoft applications i.e.: MS Outlook, MS Teams, MS Word and MS PowerPoint along with the use of online applications, for example Zoom and web browsers - Google Chrome or Microsoft Edge
- Carry out any other duties reasonably associated with your role

Person Specification

1. Extensive experience of working in a challenging news and media environment to secure high-profile coverage and managing reputational risk
2. Experience of public campaigning and mobilising support for policy and social change
3. Significant ability to work in a fast-paced environment and to adapt work plans flexibly depending on external opportunities
4. Extensive experience of working in a complex policy environment with a focus on social policy issues and engaging senior stakeholders
5. Proven ability to manage high profile relationships and senior stakeholders, including corporate partners and high-profile individuals
6. Proven and extensive leadership experience with the ability to drive forward an inclusive, collaborative, high-performance environment, making sure that our values and expected standards of behaviour are embedded across the organisation, starting with your own team
7. Excellent written and verbal communication skills to motivate, influence and negotiate both internally and externally
8. Proven success in developing and implementing high-quality integrated communications strategies and messaging for a diverse range of audiences including consumer facing and political
9. Demonstrates a high level of interpersonal and communication skills including influencing and negotiation
10. Strong editorial, storytelling, and copywriting/editing skills
11. Commitment to Crisis' purpose and values
12. Commitment to equality, diversity, and inclusion

We encourage applications from all sections of the community and particularly from people who have lived experience of homelessness.

Supporting your application

Thank you for your interest in working for Crisis.

Before you apply, please take a moment to read through the frequently asked questions below which are designed to support your application and help you understand our recruitment processes.

The person specification requires a qualification or experience that I do not have. Is it still worth me applying?

The person specification has the key knowledge, skills, experience or behaviours needed to carry out the job successfully and you will be scored based on any information you provide. If you don't quite meet the criteria, for example if you have an understanding of something rather than experience of doing it yourself, you may still pick up points for explaining your understanding or how you might approach it. However, some of the person specification points, for example specific qualifications, are critical to the role so if you don't meet those requirements, you are unlikely to be shortlisted.

Can I apply by sending my CV?

Occasionally we accept CVs and a covering letter but only if this is requested in the advert for the post. We don't accept speculative applications or hold CVs on file.

What should I do if I can't complete an online application?

If you would like to apply in a different format, for example in a Word document, because you are unable to use the online process, please contact the Recruitment Team jobs@crisis.org.uk It is helpful if you provide details of your requirements or suggestions about how we might best support you to apply so that we're able to consider alternatives.

How can I maximise my chance of being shortlisted?

It is important that you complete all sections of the online application form to ensure that the recruiting panel understand your interests, skills, behaviours, knowledge and experience.

Shortlisting is mostly based on the information you provide in the assessment form section.

Support your statements with specific examples that show how you meet each of the person specification points. You may wish to use the **STAR approach**:

S or T – Situation or task

Describe the situation or the task that you had to complete. It could be something from your previous employment or personal experience – just make sure it's relevant. Given enough detail for the person shortlisting to understand what was involved

A – Action

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Describe the action you personally took to resolve the situation or task. Explain the process/steps you took. Even if you are describing a group project, describe what you did rather than what the team did as a whole

R – Result

This is the crucial part of the answer. Explain how your actions resulted in a successful outcome. Talk about what you achieved, the benefits and what you learned.

A strong application will also be in line with the **Crisis Values** that you can find on our website.

Please note! If you don't provide full responses against the person specification points, the panel won't be able to score your application fully and it will be unlikely there is enough information for you to be shortlisted.

How quickly will I know if I have been shortlisted?

Every recruitment campaign will be different depending on how quickly the shortlisting panel can review applications but if you have not been shortlisted, you will receive an email from us confirming that.

If I am not shortlisted, can I get feedback on my application?

Unfortunately, we are not able to offer feedback on your application if you are not shortlisted for interview.

Can I get feedback after my interview?

We appreciate that information about where you did well or less well can be useful, so if you are not successful following interview we are able to provide feedback.

Will you notify me of future vacancies?

Once you have registered via Crisis Jobs Online, you can sign up to receive notifications of new vacancies based on the criteria you select. We also recommend that you check our website regularly for details of new vacancies.

I recently applied for a role and was not successful, but have seen the role re-advertised. Is it worth me applying again?

If the gap between advertising has been short, we would normally advise that candidates need not apply again, unless you have re-written and enhanced your application. Some examples might be that you have strengthened your examples using the STAR technique above.

Crisis Jobs Online

I have typed my personal statement answers into the online form, but it won't let me save them. What should I do?

There is a word limit of 400 per answer so it could be that you have exceeded the limit and that is what is preventing you from saving your work.

I filled in the personal statement section and tried to save it/submit it. However, it wouldn't do this and my information was lost. Is there any way to retrieve it?

You are encouraged to record your answers in a Word document first before copying and pasting your answers into the online application form, using the keyboard shortcuts Ctrl + C to copy and Ctrl + V to paste. The application form has a strict time out limit and so if you take longer than that limit you will lose your work and we are unfortunately not able to retrieve it.

Where can I get help?

If your query has not been answered above, you can contact the Recruitment Team jobs@crisis.org.uk for support.