

JOB ADVERT:

Senior Media Relations Officer

Location:	Remote (UK based)
Salary:	£34,200
Length of contract:	12 months, fixed term contract
Hours per week:	37
Interview dates:	8 th & 9 th May

Who are Women's Aid?

Women's Aid is the national charity working to end domestic abuse against women and children. We are a federation of over 170 organisations which provide just under 300 local lifesaving services to women and children across England. For almost 50 years we have campaigned on behalf of our members and survivors to shape policy and practice, and to raise awareness of domestic abuse.

Purpose of the Senior Media Relations Officer role:

As Senior Media Relations Officer, the successful candidate will play an integral role in 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. You'll be joining us at an exciting time, as we mark our 50th Birthday with some powerful campaigns and engagement.

Key duties and responsibilities of the Senior Media Relations Officer:

- To be the first point of contact for media and publicity enquiries, cultivating excellent media relationships
- 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 produce press releases, statements and other promotional copy for Women's Aid.
- To develop pitches and news stories in collaboration with other departments.
- To lead on media briefings that convey appropriate key messages and thoroughly prepare Women's Aid spokespeople.
- To identify and interview case studies and media spokespeople and to ensure they are treated in an appropriate and safe manner.
- 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

What we are looking for in our Senior Media Relations Officer:

- 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.
- 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.
- 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.

Benefits of joining us as our Senior Media Relations Officer include:

- **Generous Annual Leave:** 25 days + 2 Company Holidays + 8 UK Bank Holidays, with an extra 1 day per year after 1 year of service, up to a maximum of 5 additional days.
- **Valuable Pension Benefits:** a generous 7% employer contribution.
- **Flexible Working:** remote working, a generous TOIL scheme, and family-friendly policies
- **Wellness and Support:** including a cycle to work scheme, free optician check-ups, annual flu vaccines, access to a 24-hour employee assistance counselling helpline, a 'Headspace' app for mindfulness, and 'Reflective Practice' sessions.
- **Making a genuine difference,** in a rewarding role where your work will directly result in helping Women's Aid to be able to provide lifesaving services for women and children across England.

How to apply?

- **Please submit your CV and a Cover Letter.** Your Cover Letter should be no more than 2 pages long and should include a summary of your reasons for applying for the position.

You should also include details of how your skills, behaviours and experience meet those necessary for the role, as listed in the Job Description and Person Specification.

- **Please ensure that you also complete the EDI form and send all completed paperwork to recruitment@womensaid.org.uk.** (Please clearly mark your name and the role title in the subject line of your email).

NB:

- **Women only need apply under schedule 9 (Part 1) of the Equality Act 2010**
- If you have been shortlisted for interview, you will be informed by email. Regrettably, we are normally unable to acknowledge unsuccessful applicants.
- We reserve the right to close a recruitment campaign earlier than the advertised closing date if a high volume of responses are received.
- All posts, including remote posts, must be based in the UK.
- **Women's Aid is committed to quality, equality, and valuing diversity.** Applications are particularly welcome from Black and minoritised women.
- **We are a Disability Confident employer.** We guarantee to interview all disabled applicants who meet the minimum criteria for vacancies. For an informal chat about your needs or to receive the application pack in another format, please email recruitment@womensaid.org.uk.
- **Please read our Single Sex Statement here: [Women's Aid: Single sex services statement - Women's Aid \(womensaid.org.uk\)](#)**