

Media and Campaigns Officer

Role Profile and Person Specification

Reports To: Senior Media and Campaigns Officer

Salary: £37,270

Hours: Full time (35 hours per week), Monday – Friday

Contract: Permanent

Direct reports: None

Department: Communications

Main Place of Work: 181 Oxford Street (3rd Floor), London, W1D 2JT

The building has a small lift which is only accessible from 1st floor landing.

This role requires you to be in the office a minimum of one day per week, with the rest from home if you wish, though office-based working may be more frequent during the probationary period.

This role may require occasional work outside of traditional office hours, with time given off in lieu.

This role may require occasional travel within the UK and the Isle of Man and Jersey.

About us

Dignity in Dying

We are a not-for-profit membership organisation campaigning for greater choice and control at the end of life across the British Isles. We advocate enabling terminally ill, mentally competent adults to request the option of an assisted death within strict legal safeguards, and for universal access to good quality end-of-life care.

Compassion in Dying

We are a national registered charity working to amplify people's voices, shift attitudes and drive changes to the healthcare system so people's end-of-life decisions are heard, understood and respected when it matters most. We support people to start honest conversations about death and dying, and record and revisit their wishes whenever they want to.

Role purpose

As we move closer towards assisted dying legislation across the British Isles, this role presents an exciting opportunity to be part of a high-profile, fast-paced campaign that will provide plenty of challenges and opportunities for personal development.

Using strong creative, communication and interpersonal skills, the Media and Campaigns Officer will play a crucial role in the delivery of our media strategy. They will work closely with the Senior Media and Campaigns Officer and wider Communications and Campaigns teams to ensure the press office runs smoothly and in concert with the organisation's wider strategy.

This role includes delivering media objectives; managing, supporting and recruiting personal stories and patrons; monitoring and disseminating relevant media coverage; identifying

reactive media opportunities; proactively securing media coverage; producing and distributing engaging press materials; and maintaining relationships with key journalists.

The role will also work across the campaign's sister charity, Compassion in Dying. Both organisations share an aim of improving dying in the UK by putting people in charge of decisions about the end of their life. The charity's profile and influence has grown hugely in recent years, with its wealth of expertise and thought leadership recognised across the end-of-life and wider healthcare sector.

Working closely with colleagues in the Information Line and Policy & Research teams, key responsibilities will include securing opportunities within the media to amplify the voices of dying people and those close to them; supporting those individuals to share their experiences; keeping abreast of relevant coverage within mainstream media and healthcare trade press; using the media to raise awareness of the importance of and ways to plan ahead for the end of life; and seeking media opportunities to share our research and insight, shift attitudes and push for the changes needed so that everyone can have a good death, whatever that means to them.

The ideal candidate will be an innovative, intuitive and creative individual with strong media-handling experience. We are seeking a team-player who is passionate about the values and mission of both organisations, enjoys working on a high-profile issue in a fast-paced work environment, and is seeking to become more actively involved in campaigning.

Key Responsibilities

- Manage the press office, including as part of the rota for the out-of-hours media phone: be the first port-of-call for all incoming media enquiries including drafting and issuing proactive and reactive media comments, identifying and briefing relevant spokespeople and personal stories.
- Oversee our media monitoring alongside the Campaigns and Media Support Officer: acting as the key contact with relevant suppliers, regularly reviewing and seeking to improve our monitoring capabilities across the UK and British Isles jurisdictions, and ensuring the timely dissemination of relevant news and coverage to staff, stakeholders and supporters.
- Develop and deliver, with the Senior Media and Campaigns Officer, Deputy Director of Communications and wider team, media plans for the campaign and individual projects and programmes.
- Oversee the development of new and innovative campaign tactics and messages to engage journalists and target audiences.
- Manage the delivery of campaign and media projects from conception through to completion, liaising with partners, stakeholders, supporters and suppliers.
- Manage and develop our database of personal stories, including liaising with and supporting terminally ill people and their loved ones who act as advocates and spokespeople for our campaigns, projects and programmes.
- Work closely with the wider Comms and Campaigns team to secure local and regional media coverage across the UK and British Isles to advance the aims of local groups and grassroots campaigners and to complement our broader media strategy.
- Act as a spokesperson when appropriate and support the development and delivery of media training and briefings for our key spokespeople and personal stories.

Person Specification

Experience

Essential

- Experience of day-to-day management of a press office with good contacts across online, broadcast and print media.
- Experience of drafting and issuing comment to the media, including giving interviews to TV, radio and other outlets.
- Demonstrable creative skills with a proven track record of producing ideas and developing them into a deliverable public product.
- Demonstrable ability to take initiative and work autonomously.

Desirable

- Demonstrable ability to turn complex arguments (e.g. medical and legal) into clear, concise and engaging messages understandable to the public and others.
- Experience in campaigning in some form, either professionally or in a voluntary/personal capacity.
- An interest in politics and current affairs and an understanding of the role of the media and broader communications in campaigning.
- Experience of working in journalism and newsrooms is not essential but would be a bonus.

Skills and Abilities

- Excellent verbal and written communications skills across a range of mediums and for diverse audiences.
- Ability to respond to media enquiries promptly and accurately and in a concise, accessible and engaging manner.
- Good interpersonal skills including the ability to build and manage relationships with journalists, personal stories, patrons and other supporters and the ability to work constructively in a team.
- Ability to be proactive and self-motivated.
- Ability to empathise with people who may be distressed and in difficult circumstances.
- Ability to plan, organise and prioritise own work to deal with conflicting priorities in a busy press office and ensure deadlines and objectives are met.
- Excellent attention to detail and strong IT skills.
- Demonstrable creative and analytical skills.
- Willingness and ability to develop new skills and assimilate new information quickly.

Values:

- Commitment to Dignity in Dying's vision and mission.
- Commitment to Compassion in Dying's vision and mission.

Organisational Behaviours

Leading by example

You lead by example through your behaviours and motivate others through your professional approach to work.

Trust and respect others

You are aware of your impact on others and treat other people with kindness and respect. You value diversity and listen carefully to understand the views of others.

Proactive and supportive team member

You work with others to reach a common goal by sharing information and supporting colleagues.

Strive to be the best

With a positive attitude, you work to a high standard to meet personal and organisational expectations.

Responsibility and initiative

You take ownership of your work and take responsibility for your actions and decisions. You use your initiative and take pride in what you do.