

## MEDIA AND COMMUNICATIONS MANAGER (PARTNERSHIPS)

<b>Duration:</b>	Permanent
<b>Salary:</b>	Circa £42,000 per annum
<b>Job Level:</b>	Level 4
<b>Hours:</b>	35 hours per week, with the requirement to work outside core hours and be part of an on-call rota. Other flexible arrangements will be considered.
<b>Disclosure Level:</b>	Basic. This role will occasionally involve direct or indirect work with children
<b>Team:</b>	Media Relations
<b>Reports to:</b>	Senior Media and Communications Manager (Partnerships)
<b>Location:</b>	Working from home and at 1 Westfield Avenue, London E20 1HZ

At the UK Committee for UNICEF (UNICEF UK), we pull together to achieve the best possible results for children in danger around the world. We believe in an inclusive workplace and in the power of fulfilled colleagues who share the same values and goals, enjoy their work and are motivated to do their utmost for children.

Our work is guided by the UN Convention of the Rights of the Child (UNCRC) and the Sustainable Development Goals (SDGs), which recognise the universality of children's rights.

### ABOUT THE TEAM

The Media team delivers world class media and communications work for UNICEF UK, leading on all public relations, news and emergencies, and corporate communications work. It is part of the Communications Department, which sits within the wider Public Engagement Directorate.

### ABOUT THE ROLE

The Media and Communications Manager (Partnerships) is a member of the Media team and the broader Communications Department, with a focus on strategic thinking and delivery for UNICEF UK's partnerships communications work. 'Partnerships' include UNICEF UK's private sector partnerships, philanthropy, and foundation work.

This role will manage the relationships UNICEF UK has with senior communications contacts (and/or their agency partners) at our corporate partners. You will devise ambitious media and communication strategies to promote UNICEF UK and our partnerships. It will require skills and knowledge gained from leading communications projects and multi-functional project teams, in an environment that delivers holistic communications plans (across paid, owned and earned).

#### What we will expect you to achieve:

##### Strategic delivery of our partnerships communications work:

- Deliver ambitious and creative strategies for our media and communications (holistic multi-media) work around our corporate partnerships. Working closely with the Corporate Partnerships team, Creative, Organic Social Media, and Ambassador Relations teams to ensure that key messages are delivered effectively through the most appropriate channels.
- Help deliver media coverage around a specific number of these partnerships, establishing strong working relationships with communication colleagues and PR agencies involved, working together to generate high value, ambitious and well-messaged media coverage.

- Contribute to and participate in pitches for new business corporate partnerships, and other partnerships including foundations and philanthropy, adding communications value and expertise.
- Support and deliver communications objectives for UNICEF UK's business-to-business strategy.

**Relationship management:**

- Build effective relationships, at all levels, with communications stakeholders in key private sector/donor partners and their nominated agencies.
- Develop and maintain strong working relationships with key internal stakeholder teams including Partnerships, Foundations and Philanthropy teams, Creative, Organic Social and Ambassador Relations teams.
- Develop and manage relationships with journalists at high profile media outlets.
- Liaise with communications colleagues at global UNICEF offices on activities and programmes of interest to UK press and our partners.
- Demonstrate and model a commitment to our shared values, behaviours and inclusive practices (known as [Our Shared Commitment](#)) in all aspects of your work.

## BEHAVIOURS, EXPERIENCE AND SKILLS

This section contains the essential behaviours, experience, knowledge and skills needed in order to be effective and successful in this role. All criteria in this section are essential.

### Effective behaviours

Supporter driven and mission aligned.

- Is committed to children and their rights and motivated to work towards achieving a world that is fit for every child.

Communication

- Conveys complex ideas using a variety of methods to engage an audience and win understanding and support and produces excellent written materials.
- Presents complex and difficult messages clearly and with impact.

Creating and Innovating

- Keeps abreast of relevant key issues, insights, and developments in the consumer media, business media and third sector space.
- Develops unique and creative ways to create cut through for our partnership messages in a crowded media landscape.

Efficiency and Effectiveness

- Manages conflicting priorities to ensure that objectives are achieved, and deadlines met.
- Anticipates risks and put plans in place to minimise their impact.
- Responds flexibly to unforeseen events to ensure that effectiveness is not compromised.

Leadership

- Promotes a results focused culture, engaging and guiding others to achieve ambitious goals.
- Creates and encourages a cross-organisational teamwork and collaboration, acting as a visible role model.
- Able to make and communicate unpopular decisions.

Positive Relationships

- Forms and maintains effective professional relationships with colleagues at all levels, and with journalists, external contacts, and partners to support the achievement of objectives.

Resilience

- Takes a solution focused approach to problem solving to succeed in difficult circumstances.

### Relevant experience

- Proven experience of working in a fast-paced media team, ideally with experience of corporate communications work.
- Proven experience of developing, implementing and evaluating high profile, innovative and ambitious multi-media strategies and securing effective coverage for partners.
- Proven experience of managing corporate partners or working within a PR agency to manage clients.

### Specific knowledge and skills

- An excellent, up to date knowledge of recent and ongoing humanitarian situations, international development issues and children's rights.
- A sound knowledge of developments in corporate partnerships and other donor partnerships, corporate responsibility developments and current issues in this space.