

## JOB DESCRIPTION

<b>Job Title</b>	<b>Media and Digital Communications Officer</b>
<b>Department</b>	<b>Influencing</b>
<b>Reporting to</b>	<b>Media Communications Manager</b>
<b>Line Manages</b>	<b>N/A</b>
<b>DBS check requirement</b>	<b>Basic DBS</b>
<b>Location</b>	<b>Avonmore Road, London W14 8RR (with hybrid working)</b>

### JOB PURPOSE

This role supports Independent Age’s media and PR and social media programme and will help deliver our ambition to tackle poverty in later life, build the organisation’s reputation and raise our profile across multimedia channels.

Working closely with the Media Communications Manager and Senior Digital Content Officers, the post-holder will work on communication projects across all areas of the charity to raise awareness and understanding of Independent Age, grow our influence and drive potential supporters to our activities (information and advice, fundraising, volunteering, campaigning, etc.).

### KEY RESPONSIBILITIES

- Secure profile-raising coverage for our work in a range of print, online and broadcast media outlets including national news, consumer, sector-specific, and regional titles.
- Build productive relationships with journalists, channel owners and other influencers.
- Lead on fundraising, corporate partnerships, volunteering and grants media and PR activity, and mirror this on social media.
- Support the Senior PR and Media Officers with PR activity relating to their policy themes.
- Monitor, evaluate and report on personal coverage and contribute to the overall reporting of the media communications team.
- Support older people in poverty to take part in media communications activity.
- Help to organise PR events and stunts and their attendance.
- Field reactive and out of hours requests to ensure Independent Age is at the forefront of opportunities in the media communications space, including identifying opportunities to react across media and PR and social channels.
- Work alongside the Senior Digital Content Officer to manage the charity's social media channels, which includes producing and scheduling new content, monitoring comments, working on content audits and reporting results.
- Work alongside the Senior Digital Content Officer to upload and maintain digital content including blogs, webpages and other digital channels.
- Provide administrative support to the media communications team as required, including producing rotas, managing subscriptions and finance processes.
- Assist Independent Age’s external communications activities by taking on ad hoc tasks at the request of the Media Communications Manager as required.

- Provide occasional ad hoc support as required to the Head of Influencing and the Director of Policy and Influencing.

## **General Responsibilities**

- Embrace diversity and share in our commitment to equality of opportunity and to eliminating discrimination
- Model and embed Independent Age's values and behaviours.
- Share in our commitment to promoting welfare and safeguarding adults at risk of harm and any children or young people connected with them that we may come into contact with through our work.
- Ensure that information is obtained, used and stored in accordance with our Data Protection and Confidentiality policy.
- Undertake any other duties commensurate with the level of the role.

## **How We Work**

At Independent Age, we live by our values and EDI principles.

Our **values** are:

- Purpose-driven - the experience, needs and views of older people are central to everything we do
- Compassionate - we listen, care and take action
- Expert - our work is evidence-based and solution-focused
- Collaborative - we work in partnership to maximise our impact
- Accountable - we work with integrity and transparency
- Inclusive - we value diversity and always treat everyone fairly with dignity and respect

To put our **EDI Principles** into practice, we will:

- proactively challenge ageism and all other forms of inequality and discrimination throughout all our work.
- celebrate and champion diversity within and outside our charity.
- create a culture where everyone knows that they belong.
- ensure our leaders act as role models and champions.
- promote equity of opportunity for our staff, volunteers and the people who use our services.
- ensure our EDI plan is integral to our annual planning processes to ensure that we deliver our goals.
- collect data on diversity and inclusion to enable us to inform our work and review our progress and impact.
- be accountable and transparent about our progress.
- use our influence to proactively champion EDI internally and with external partners.
- continuously improve, adopt best practice and learn from and share with others.

## PERSON SPECIFICATION

- A demonstrable passion for, and affinity with, our cause.
- Experience working in a busy media, social media or public relations team.
- Ability to identify and create newsworthy stories and social media content.
- Broad knowledge and awareness of the best practice and emerging trends in digital and social media, with the ability to apply that knowledge to a range of media and PR projects.
- Experience delivering elements of integrated media campaigns across multi-channels.
- Excellent organisational skills, with the ability to prioritise tasks and deliver to deadlines and simultaneously manage multiple projects.
- Strong attention to detail, consistently producing accurate work and identifying errors.
- Ability to effectively engage, and build rapport with, a wide range of people in person and via telephone/email and other online formats; including colleagues, older people and volunteers.
- Exceptional written and verbal communication skills, with the ability to communicate effectively to a wide range of media and audiences.
- Ability to work on own initiative and deliver credible, professional work to a high standard and often under pressure.
- Strong IT skills including use of Microsoft Office packages.
- Experience using media databases, online media monitoring and social media planning systems.
- Experience working with people with lived experience.