

JOB DESCRIPTION

Job Title	Media Communications Manager
Department	Influencing
Reporting to	Head of Influencing
Line Manages	2 x media and PR officers, 1 x senior digital content officer, 1 x media communications assistant, 1 x stories officer
DBS/BD/PVG check requirement	Yes - basic
Location	Avonmore Road, London W14 8RR (with hybrid working)

JOB PURPOSE

Responsible for overseeing Independent Age’s media communications programme, including media and PR, social media, celebrities and stories; Building excellent relationships with older people with lived experience of poverty, ensuring the voices of older people in financial hardship are at the centre of everything we do and growing the organisation’s relationship with journalists, channel owners, celebrities, ambassadors, and other influencers to ensure that our media communications activity supports Independent Age’s mission to tackle poverty in later life.

KEY RESPONSIBILITIES

- Responsible for the development and delivery of communications strategies, across media and PR, social media and engagement, to increase the profile of the organisation and our services, raise the volume on our influencing priorities and fundraise.
- Ensure that all our media communications activities and processes are consistent and coordinated throughout the organisation and across the nations.
- Work closely with the other Managers in the department to ensure an integrated approach to influencing activity, including playing an active part in cross department working groups.
- Ensure monitoring of the media landscape, and short term horizon scanning, takes place effectively to enable Independent Age to produce reactive content and up-to-date comment.
- Provide and develop specialist knowledge and an in-depth understanding of the broader media landscape across the UK, and demonstrate how we can utilise the media to help deliver our overall organisational goals.
- Oversee the social media output across the organisation’s organic social media channels and other digital platforms.
- Embed best practise when working with older people with lived experience to share their stories.
- Identify and deliver opportunities for celebrities to support our work.
- With support from the Head of Influencing, diagnose and resolve reputational issues and crisis communications.
- Interpret and utilise our media coverage insight and data to inform our future

media relations activities and PR initiatives.

- Guide and support colleagues throughout the organisation to determine how best to achieve defined results from our media communications activities.

Management

- Champion Equity, Diversity and Inclusion in all that we do.
- Demonstrate empowering and inspirational leadership and effective performance management of line reports, with agreed objectives and development plans in place, to enable them to excel.
- Effectively manage budgetary or financial responsibility and support the embedding of a culture of financial awareness and scrutiny.
- Maintain compliance and adherence with all processes to ensure good governance.

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 that we 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 other forms of discrimination throughout our work
- celebrate and champion diversity within and outside our charity and create a culture where everyone knows that they belong
- develop our leaders so they can act as role models and champions and our staff so they can embrace these principles and apply them in their work
- deliver equity of opportunity for our staff, volunteers and the people who use our services whether they have a protected characteristic or not
- ensure our strategy, policies and actions are integral to our annual planning

processes to ensure that we deliver our goals and that our values are central to their delivery

- commit to setting target indicators for diversity and regularly review progress
 - collect data to enable us to track our progress
 - be publicly accountable and transparent about our progress
 - use our influence to proactively champion the principles of EDI internally and with external partners
 - continuously improve, adopt best practice and learn from and share with others
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PERSON SPECIFICATION

- A demonstrable passion for, and affinity with, our cause with an understanding of the issues faced by older people facing financial hardship.
- Broad experience developing and implementing innovative, successful and proactive profile-raising plans (across digital and traditional channels).
- Experience building productive external relationships with journalists, celebrities, corporate partners and others.
- Knowledge and awareness of best practice and emerging trends in digital channels and social media.
- Experience working with policy and influencing functions to raise the volume on policy calls and influence decision makers.
- Experience of building effective relationships internally and working as part of a high-performing team with a demonstrable commitment to collaborative teamwork.
- Experience creating impactful communications in a fast-paced reactive environment.
- Experience supporting people with lived experience to share their stories, with evidence of handling stories sensitively and with care.
- Proven ability to write engagingly, and tailor written language to different audiences.
- Understanding and experience handling reputational and crisis management issues.
- Experience using media databases, online media monitoring and social media planning systems, including for reporting and evaluation.
- Experience of line management