

Job description

Media Manager (Job share)

Reporting to:	Senior Communications Manager
Salary:	Competitive plus excellent benefits
Grade:	Level 14
Contract type:	Permanent, 0.6 FTE
Hours per week:	22.5 hours per week (Wednesday-Friday). All staff are required to work in person for a minimum of two days per week (pro rata for staff on part time or reduced hours), in line with our hybrid working policy. The post-holder may be required to undertake some work outside normal working hours.

About the Health Foundation

Health is our most precious asset. Good health enables us to live happy, fulfilling lives, fuels our prosperity and helps build a stronger society. Yet good health remains out of reach for too many people in the UK, and health and care services are struggling to provide access to timely, high-quality care.

The Health Foundation is an independent charitable organisation with a mission to build a healthier UK. We work to achieve this by generating high quality research and analysis; developing practical solutions to the biggest problems in health and health services; engaging, convening and building coalitions to build understanding, inform debate and

drive action; and developing the long-term capability needed to transform health and care.

[More about us](#)

Health Equals

Health Equals is the UK's campaign for improving health opportunities. Made possible by the Health Foundation and operating as part of the [Cross Sector Action Team](#), we are a group of people and organisations campaigning to make sure the things we know shape health and wellbeing are at the heart of policymaking and practice, so everyone can experience a healthy life and the opportunities that brings. Right now, in the UK, lives are being cut short because the basics are not available to everyone. Health Equals is campaigning to change that. Find out more at healthequals.org.uk.

About you

We expect everyone who works with us to be committed to our values and to share our commitment to becoming a more diverse and inclusive organisation. Our values are **impact, evidence, integrity, and collaboration**. We are committed to becoming a more diverse and inclusive organisation, **building a culture that reflects the communities we serve**.

As Media Manager (job share) you will work as part of the Cross Sector Action Team, working on the Health Equals campaign. This role provides an exciting opportunity for the post holder to contribute to the development of our campaigning work, ensuring effective communication through the media to influence public opinion and political change. As well as high quality media relations, within your post will support delivery of a wider integrated programme of campaigning using on and offline, paid and earned media.

With excellent media relations skills you will be a confident communicator both in written form and engaging with a wide range of stakeholders. You will have a strong understanding of what makes the media worthy content, and experience building relationships with and pitching to journalists. With experience of working with and managing external suppliers such as media and public affairs agencies, you will have strong interpersonal skills and the ability to work flexibly in a dynamic, fast-paced environment.

Purpose of the role

The Media Manager supports the Communications function of the Health Equals campaign, leading on our earned media approach, working to secure high-quality coverage of our campaigns and the coalition across print, online and broadcast media to influence public opinion and political change. In the role you will use your skills to deliver our PR strategy for our public-facing campaigns and jointly manage our PR agency

partner, alongside leading our press office function, building trusted relationships with journalists and influencers, and coordinating Health Equals member spokespeople and lived experience storytellers. You will work proactively with data analysts and policy experts to spot and develop media opportunities based on new and available data relating to health inequalities. Using your keen attention to detail you will be comfortable working with data and ensuring media materials are suitably quality assured. Your work day-to-day will vary from strategic to focused delivery, such as writing press releases and pitching to national and regional media, fielding enquiries, and responding proactively to developments in the external environment.

Key responsibilities (Shared)

- Successfully lead our earned media strategy for Health Equals in support of our integrated campaign strategy and delivery plan.
- Manage the design and delivery of impactful and timely reactive and proactive media relations activity to generate news, opinion, and feature coverage in broadcast, print and online media that contributes to Health Equals' campaigning and communications objectives.
- Ensure integration with our wider integrated campaign and communications plans, working with colleagues and providing advice on complementary approaches and activities that will work well alongside tactics across the full communications mix, including paid media, digital – web and social, e- communications, events, out-of-home advertising, and stakeholder engagement / lobbying.
- Develop and maintain strong relationships with target media, maintaining an expert knowledge of their current and emerging interests and using this knowledge to identify opportunities and assess implications for Health Equals and its campaigns.
- Providing robust support to Health Equals staff and members in engaging effectively with the media, including by commissioning and managing media interview training, and providing briefings to spokespeople about how to handle the media ahead of interviews.
- Lead on the writing, production and distribution of proactive and responsive press releases and statements, working with colleagues and members to ensure these are media worthy, evidence based and reflective of the breadth of the coalition.
- Leading on to our approach to collecting and promoting lived experience in our media work, including directly with spokespeople, via our members and supporters, or through a specialist agency.
- Supporting the delivery of media events (such as interviews, press conferences) to deadline and to budget.
- Acting as the press office function for Health Equals, monitoring the press inbox and responding to enquiries, following up on relevant opportunities and cascading to team members and spokespeople as appropriate.
- Liaise with data analysts and policy experts across the Health Equals coalition, to ensure media opportunities are identified, and relevant data and analysis is appropriately quality assured prior to use in media and briefing materials.

- Lead on reporting and analysis of media activities, using an external media monitoring service to track and record coverage, sharing analysis with colleagues.

Wider contribution

As with all employees within the Foundation, as a postholder you will be expected to contribute to corporate activities and initiatives, such as staff meetings, cross-Foundation leadership and development programmes and other corporate projects as necessary. You will also be expected to play a role in supporting the development of your team to enable continuous improvement and effectiveness. **As we do not provide visa sponsorship, candidates need to have the right to work in the UK at the time of appointment.**

Person specification

Criteria	How we will assess this	Essential or Desirable
Behaviours		
Impact – A track record of developing, implementing, and advising on PR and media relations plans, as part of integrated strategies that blend the full range of communications disciplines	CV, Supporting statement, Interview	Essential
Evidence – Demonstrable skills and experience of adapting complex data and analysis into compelling, media friendly language	CV, Supporting statement, Interview	Essential
Integrity – Proven ability to act with integrity and fairness across all areas of media relations activity and in employment	CV, Supporting statement, Interview	Essential
Collaboration – Proven ability to work collaboratively and develop good working relationships with people from across the organisation and externally, at all levels	CV, Supporting statement, Interview	Essential
Commitment to Equity, diversity and Inclusion (EDI) in both delivery of media relations activity and in employment	CV, Supporting statement, Interview	Essential
Professional experience and education		
Educated to degree level, or with equivalent professional media experience	CV, Supporting statement, Interview	Essential
A relevant professional qualification, such as a CIPR diploma.	CV, Supporting statement, Interview	Desirable
Knowledge and experience		

An excellent understanding of the UK media landscape, particularly as it relates to public health and the wider determinants of health such as housing, income, environment	CV, Supporting statement, Interview, Assessment	Essential
Experience of using media monitoring tools, journalist databases and distribution platforms to undertake media activities and report on / analyse performance.	CV, Supporting statement, Interview, Assessment	Essential
Demonstrable experience of leading on proactive and reactive media work preferably in the voluntary/charitable sector.	CV, Supporting statement, Interview, Assessment	Essential
Demonstrable experience of advising senior leaders on media relations strategy and tactics	CV, Supporting statement, Interview, Assessment	Desirable
Demonstrable experience of working with policy experts and data analysts to ensure data led media coverage	CV, Supporting statement, Interview, Assessment	Desirable
Skills and abilities		
Proven ability to gain a high standard of proactive and reactive media coverage in line with agreed communications objectives.	CV, Supporting statement, Interview, Assessment	Essential
Strong news sense and the ability to identify and create strong hooks for news and features using technical material and in a complex environment.	CV, Supporting statement, Interview, Assessment	Essential
Excellent interpersonal skills, with the ability to work at all levels of an organisation, get the best out of others – including proactively seeking information needed to achieve media-related objectives.	CV, Supporting statement, Interview, Assessment	Essential
An excellent verbal communicator, with the ability to articulate complex issues coherently and succinctly to external	CV, Supporting statement, Interview, Assessment	Essential

stakeholders such as journalists, within agreed boundaries.

Highly accomplished writing and editing skills, with the ability to analyse and synthesise complex information and adjust writing style to communicate effectively to different audiences as appropriate.	CV, Supporting statement, Interview, Assessment	Essential
Strong organisational and project management skills, with the ability to manage multiple projects and delivering agreed outcomes to deadline	CV, Supporting statement, Interview, Assessment	Essential
A willingness to undertake some out-of-hours activities.	CV, Supporting statement	Essential

The above is not an exhaustive list of duties. You may be expected to perform different tasks as necessary, based on your changing role within the organisation and overall business objectives.