

Senior Media Officer



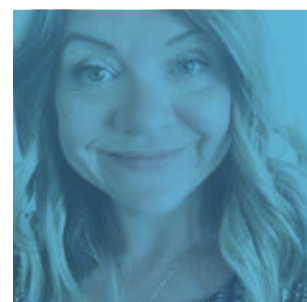
Too many older people have no one to turn to for support. We believe no older person should have to struggle alone. We're Age UK, the UK's leading charity for older people. We provide information, support, friendship and advice when it's needed most. Our services are a lifeline – could you help us reach even more people who need us?

The job, in a nutshell

To develop and implement PR strategies that build the profile of the organisation and its brand with a focus on the Fundraising Division's activities, Corporate Partnerships, National Services and Programmes and Brand Activity. The role will also support the PR team's activity in general which spans the organisation's work and that of its subsidiaries, including Age International.

What you'll do for us

- Develop PR plans and deliver high-quality media coverage to promote the Age UK brand and the work of the organisation through a wide range of print, broadcast, consumer and online media, with a particular focus on our Fundraising Division's events and campaigns and corporate partnerships.
- Proactively identify, initiate and manage ideas for PR activity and approach and brief broadcasters, journalists and feature writers on a variety of issues.
- Work closely with colleagues in the Fundraising Division and Services



“Being part of the Media team at Age UK is exciting and rewarding. As well as having the opportunity to be involved in a range of different projects, I feel really lucky to work with such a close and supportive team. It's great to see our stories getting such high-profile coverage and to know what we do is helping to make a difference to the lives of older people across the country.”

**Hannah
Barker-Green**
SENIOR MEDIA
OFFICER

Our values



Collaborative

Impactful

Ambitious

Inclusive

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Division to understand the breadth of activities they do with a view to producing PR plans and campaigns to effectively promote their work and meet agreed objectives.

- Develop PR media messaging that is consistent with wider organisational positioning, promotes our brand and speaks clearly to key audiences.
- Monitor fundraising, consumer, PR, social media channels and other relevant media agendas and identify PR opportunities.
- Draft news releases and provide high-quality copy for a range of audiences.
- Organise photo calls and other media events.
- Build a network of contacts throughout the media and sell in stories.
- Monitor, evaluate and prepare reports detailing coverage delivered against targets and objectives.
- Work with internal stakeholders to co-ordinate PR media work with other relevant initiatives, provide them with advice on PR and media issues and provide challenge and support.
- Work with local Age UKs as required to advise them on media issues.
- Develop PR media messaging that is consistent with wider organisational positioning, promotes our brand and speaks clearly to key audiences.
- Work closely with the storyteller team to contribute to processes and ideas. Develop key contacts, internally and with local Age UKs, to generate storyteller content for PR opportunities.
- Support on communications regarding sensitive issues.
- Undertake other tasks necessary to achieve the overall communications objectives of Age UK including news desk and on-call duties.

Must haves:

- Proven experience of fundraising PR and corporate partnership PR.
- Proven experience of working in a fast-moving PR environment.
- Strong knowledge of the various media outlets and media landscape

Location

Hybrid

People management

No

Division

Brand & Communications



ageuk.org.uk

Age UK, 7th Floor, One America Square, 17 Crosswall, London EC3N 2LB.
Registered charity number 1128267. Company number 6825798.

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including experience of working with and generating coverage in national newspapers, broadcast TV, consumer magazines, online and podcasts. This includes:

- Track record of delivering high-quality national news and consumer media coverage
- Strong network of contacts at national consumer and news media titles
- Ability to proactively gather and create engaging content outside of the news agenda and turn internal brand and fundraising initiatives into newsworthy media coverage.
- Experience of working with and managing relationships with a variety of external stakeholders, including corporate partners, national media, beneficiaries and celebrity agents and publicists.
- Experience of working in a complex internal environment, of working collaboratively with internal stakeholders and working on cross-divisional initiatives.
- Proven experience of how to promote fundraising initiatives, mass-participation events and other organisational activities across a wide range of media.
- Excellent oral and written communication skills, including the ability to write press releases and high-quality copy for a range of audiences.
- Proven experience of good negotiating and influencing skills and ability to work collaboratively with a range of internal stakeholders and across internal boundaries.
- Proven experience of good organisational and planning skills in a PR role with the ability to prioritise workloads, manage competing demands and work under pressure and to tight deadlines.

Great to have:

- Agility and versatility - work across different PR areas of the organisation (outside of this role's remit) when required, understanding which activities to prioritise and being able to do so in a fast-paced environment. Experience of developing, planning and execution of a PR stunt that has generated impactful media coverage.
- Experience of working in international aid and generating coverage in

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national news on international issues.

- Experience of working with trade media on both proactive and reactive stories.
- Ability to contribute creative ideas, digest information and translate into stories.
- Experience of working with storytellers and dealing with potentially sensitive stories.

Any other relevant details:

- Requirement to take part in the media & PR team's out of hours on-call rota, which includes evenings, weekends and on bank holidays.
- Occasional requirement to travel and do overnight stays.
- Hybrid - combination of working remotely and from Age UK's London office at One America Square.
- Regular office days with the full team/Division at the central London office hub will be required.
- Must be able to travel to other Age UK sites across the country when required.
- This role description is not intended to be exhaustive in every respect, but rather to clearly define the fundamental purpose, responsibilities and dimensions for the role. Therefore, this role description does not describe any individual role holder.
- In addition to the contents of this role description, employees are expected to undertake any and all other reasonable and related tasks allocated by line management.

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