

Media Manager

April 2024



About alcohol harm and Alcohol Change UK

Alcohol harm is widespread, serious ... and completely avoidable.

Too many of us can fall into the trap of believing that alcohol harm is something limited to a small proportion of so-called 'alcoholics'. While there are, indeed, hundreds of thousands of people with a severe alcohol dependency who matter greatly, alcohol harm also affects many millions of people: whether through a diagnosis of cancer, an early death from liver disease, a deepening of mental health problems, a childhood scarred by a parent's drinking, or the street violence or domestic violence that can cause permanent injury and ongoing trauma.

In fact, over 10 million people are drinking at levels that are risking their health or affecting others. Alcohol harm costs our NHS at least £3.5bn and our police, courts and prisons at least another £4bn. All of us are currently affected by alcohol harm.

But alcohol harm is entirely avoidable.

Alcohol Change UK exists to eliminate the harm from alcohol and to help people across the UK to develop a positive relationship with alcohol. We:

- Campaign for better policies and regulation
- Work to create healthier drinking cultures
- Deliver cutting-edge behaviour change programmes to help people take control of their drinking before they require specialist treatment
- Collaborate with our friends across the diversity of specialist alcohol treatment to drive up access and impact
- Develop new knowledge to ensure that our work and the work of everyone who seeks to reduce alcohol harm is based on the best available evidence.

Our vision and mission:

Our vision: A world free from alcohol harm.

Our mission: To significantly reduce serious alcohol harm in the UK.

Our values:

Truthful: We seek and tell the truth.

Compassionate: We care deeply about everyone seriously harmed by alcohol, whoever they are.

Ambitious for change: We are optimistic and determined.

About Alcohol Change UK's media engagement

This is an incredibly exciting time to be joining Alcohol Change UK. We are about to enter into a period of significant growth as part of a new five-year strategy, which builds on existing success to deliver ambitious targets across our campaigns and strengthen our brand and voice. We have a growing Communications and Marketing staff team to help deliver our vision.

Media engagement

As one of the leading organisations working in our field, Alcohol Change UK is in an incredibly strong and well-respected position when it comes to connecting with print, online and broadcast media outlets both in the UK and internationally. Each year, we record thousands of mentions of our organisation, track significant coverage of campaigns and secure high-profile opportunities for our diverse spokespeople to get audiences thinking more deeply about alcohol harm and the impact alcohol has on their own lives.

As part of our new strategy, we are investing in our in-house media support function through this role, with a specific focus on growing our proactive media strategy year-round. There is huge potential for the right candidate to take our organisation to the next level and develop lasting relationships with journalists to tell a better story about alcohol and alcohol harm.

Dry January[®]

Our flagship behaviour change campaign has enabled hundreds of thousands of people to change their relationship with alcohol for the better. This year, 215,000 people globally signed up to our campaign (our highest participant numbers ever) with 8.5 million people in the UK saying that they were planning to go alcohol free in January. We provide a range of support, including our innovative Try Dry[®] app, daily advice emails, web content and a supportive Facebook community group.

Whilst the campaign has been incredibly successful since its launch in 2013, we have big ambitions to reach fresh audiences and ensure that people take part using our tools and support rather than trying to go it alone. Put simply, we know that when they do, they will be twice as likely to have a successful dry month, and will experience better longer-term changes.

The campaign provides a significant opportunity for securing media coverage each year, with thousands of pieces referencing our campaign and enabling people to connect with the free resources we offer. We work with external agencies to support our media strategy during this period, and the successful candidate will play a key role in shaping this element of one of the most well-recognised campaigns in the country.

To support you in all aspects of the work set out above, you will have some fantastic assets at your disposal:

- an Executive team and board that is committed to strengthening our campaigns, communications and brand
- a strong and ambitious strategy
- the Dry January® campaign, which already brings huge numbers of people to the charity each year and huge media profile
- a great team culture and a dynamic and positive working environment
- an inspiring brand
- a sector-leading website with the potential to reach millions of people

Media Manager

Role description, April 2024

Reports to: Director of Communications and Marketing
Direct reports: None
Location: 27 Swinton St, King's Cross, London, WC1X 9NW, hybrid
Status, hours: Permanent, full-time
Salary: £39,943 to £43,619 (with the potential for more for an exceptional candidate)

Role Summary

This exciting role will enable Alcohol Change UK to reach millions of people across the UK with key messages about alcohol and alcohol harm, delivered through print, online, and broadcast media engagement tactics. With a high level of existing press interest in our work and campaigns (including our flagship Dry January[®] campaign), this is an exciting moment as we look to develop our proactive media engagement and share reframed stories about alcohol which resonate with a huge audience. Your work will drive significant awareness of our organisation, and ultimately enable millions of people to transform their relationship with alcohol.

Key Tasks and Responsibilities

Media engagement

- Manage the organisation's media inbox and phone line, handling enquiries from journalists and providing responses in a timely manner
- Provide regular out of hours media cover on a rota basis (scaling depending on busier campaign periods, shared fairly with others and TOIL provided for hours worked)
- Develop public media statements and quotes across the whole spectrum of Alcohol Change UK's work, issuing to press both reactively and proactively
- Provide ongoing development of our key lines library, regularly reviewing responses we have on file for a range of topics
- Support Alcohol Change UK spokespeople (Chief Executive, Directors and others) prepare for interviews: developing tailored briefings ahead of opportunities, providing a sounding board to rehearse key lines when required and giving feedback on appearances to support ongoing development
- Manage our media database and reporting tools, providing regular condensed reports for the Director of Communications and Marketing/CEO/Board and develop insights-gathering to better inform our media engagement strategy

- With the Director of Communications and Marketing, play a key role in media crisis management, escalating issues as appropriate, suggesting solutions and developing organisational responses to sensitive situations
- Support the deployment of Alcohol Change UK voices, working closely with the Engagement Team to identify Community Champions, Ambassadors and others who are happy to be supported to share their experiences of alcohol and alcohol harm with the media

Developing a new proactive media strategy

- Plan and deliver a new strategy for generating proactive media coverage, where Alcohol Change UK's research, campaigns, parliamentary and wider activity connect with larger audiences in a strategic way
- Working closely with teams across the organisation, craft compelling media plans and press releases to generate coverage of our work
- Bring fresh energy to opportunity spotting, securing opinion pieces, expert comment, letters to editors and other 'newsjacking' content – particularly on 'culture change' topics such as sober shaming and stigma
- Manage relationships with key journalists in our sector, exploring opportunities for partnerships and exclusives

Campaign media activity

- Particularly for our flagship Dry January[®] campaign, and with the support of the Director of Communications and Marketing, develop media support briefs for external media agencies, when required
- Develop fresh strategies and media angles for annual campaigns (Dry January[®], Sober Spring, Alcohol Awareness Week) to keep activity engaging for public and returning audiences
- Think creatively to craft media strategies which are tailored to reach segmented audience groups, aligning with targets for individual campaigns to reach under-served communities
- Provide detailed campaign media evaluations, insights and learning reports

Other

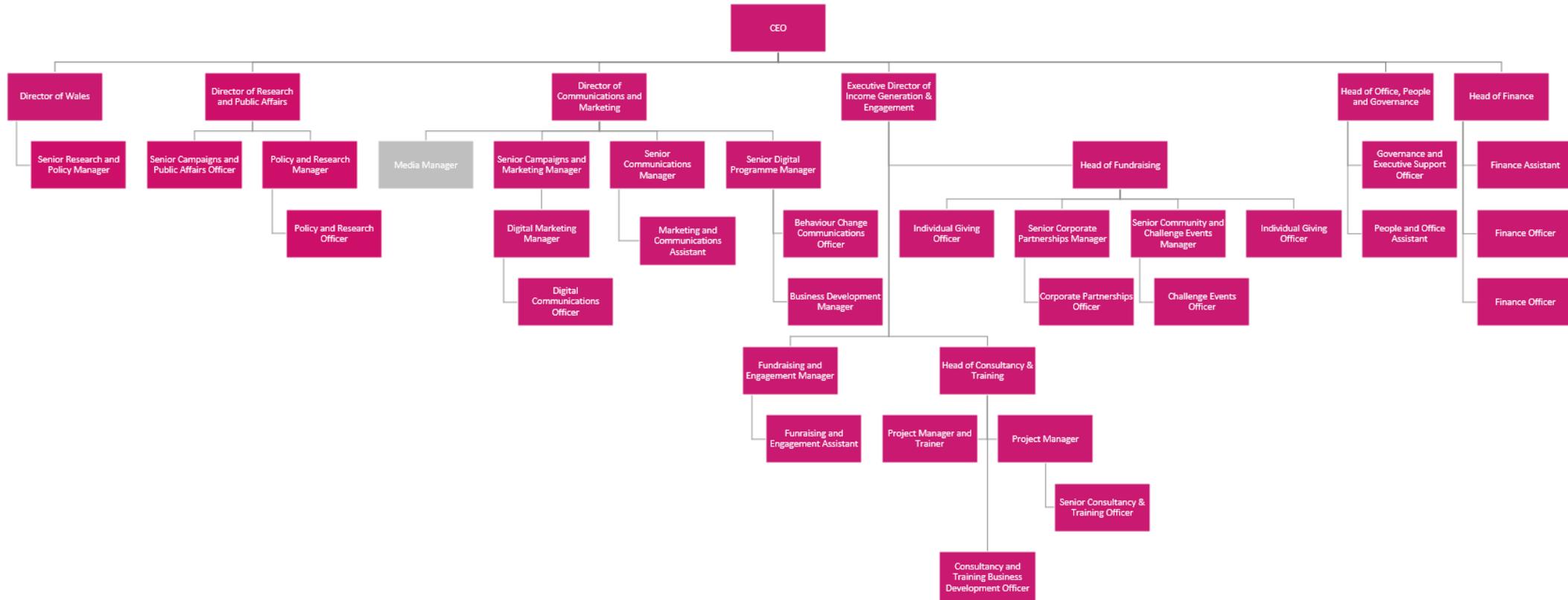
You will also be expected to:

- Work closely with colleagues across the charity to support their work and to act as 'one team'
- Contribute actively and positively to charity-wide strategies
- Continually develop your knowledge of alcohol harm and solutions to it
- Act as a positive ambassador for Alcohol Change UK at all times
- Know, embrace and actively uphold the values of Alcohol Change UK at all times
- Work flexible hours as necessary to meet the needs of the charity, time off in lieu (TOIL) will be earned for any work required outside of normal working hours

Person Specification, April 2024

Category	Essential	Desirable
Knowledge, Qualifications	<ol style="list-style-type: none"> 1. Excellent knowledge of media relations 2. Knowledge of media databases and reporting software 	
Demonstrable experience of	<ol style="list-style-type: none"> 3. Developing media engagement strategies to reach defined audience groups 4. Managing a busy media/press inbox and handling complex media enquiries 5. Drafting press releases, media comments, opinion pieces and key lines 6. Liaising with journalists and building relationships 7. Supporting people to share their personal experiences with a range of media 8. Developing key messaging and briefing documents to support spokespeople and others 9. Producing regular reports and evaluations 	<ul style="list-style-type: none"> • Delivering media relations work within a public health or charity setting
Skills and abilities	<ol style="list-style-type: none"> 10. Excellent writing and proofing skills 11. Strong verbal communication skills, including outstanding listening and interpersonal skills, with the ability to support and motivate other team members 12. Ability to build effective relationships with external contacts, including agency partners and journalists 13. Ability to manage a high and varied workload 14. Ability to be self-motivated and take initiative 15. Ability to keep calm under pressure and provide guidance during more challenging 'crisis comms' moments 	<ul style="list-style-type: none"> • Working knowledge of how wider campaigns and policy activity impacts media and PR work • Understanding of brand and visual identity
Personal attributes and values	<ol style="list-style-type: none"> 16. High level of professionalism, hardworking, and ambitious for the charity 17. High level of integrity 18. Very high aptitude for team-working and creating 'one team' 19. Compassionate and empathetic 20. Strong commitment to equity, diversity and inclusion 	<ul style="list-style-type: none"> • Interest in the mission of Alcohol Change UK • Enjoyment of being in a dynamic fast-moving organisation

Where you'll fit in



Working at Alcohol Change UK

Hours of work	35 hours per week. There are no fixed start and end times to the day. All staff can open/close the office.
Flexibility	We love flexibility. We currently offer flexible start and end times each day, around core hours of 10.00am to 3.00pm, with extra flexibility possible by arrangement, for example for childcare arrangements. Time off in lieu is provided where staff work significant extra hours or weekends. All staff can be required to work additional hours over Christmas and New Year to manage the Dry January® campaign and this post will have particularly heavy requirements over the period early November to mid-February.
Place of work	Our modern and well-equipped office is located at 27 Swinton Street, Kings Cross, London, WC1X 9NW. We encourage staff to work where they wish, at home or in the office, within the limits of the role and taking into account their personal circumstances. We encourage team members to meet face-to-face with colleagues at least once a week to ensure good team relationships and we require attendance at all staff away days (currently five times a year).
Working culture	We are a small, friendly team but we think big: we're highly professional and we're ambitious to reduce alcohol harm for as many people as possible, as rapidly as we can. We work together, as one team, and are supportive of each other. We encourage a culture of 'experiment, fail, learn, and experiment again' and actively encourage team members to speak out if they see something that can be changed or improved. We have frequent team meetings, away days and informal socials. We are an anti-racist organisation and welcome applications from people who have been disabled by society, are from minoritised groups, have personal experience of alcohol harm or have experienced any other form of societal discrimination.
Development	There is a healthy budget for training and development and staff are strongly encouraged to make use of opportunities to stay at the cutting edge of their field, to learn new skills and knowledge, and to gain new experiences.
Holiday	33 days' holiday, rising to 36 days after 3 years' service and 38 days after 5 years' service. We also offer the ability to buy or sell annual leave.
Pension	Excellent employers' contribution of 6% towards your pension scheme, with a salary sacrifice scheme option. Staff must contribute at least 2% to their pension (subject to statutory pensions rules) to receive the employers' contribution, or may choose to opt out.
Life Assurance	We offer Group Life Assurance equivalent to the value of three times gross annual salary.
Employee Assistance Programme	We offer confidential support 24 hours a day, 7 day a week for employees covering a huge range of areas, including legal support, relationships advice, health and wellbeing, etc.
IT	Our IT is up-to-date. Remote working is well-supported on work-provided devices.
Probation and notice	Most posts have a six-month probationary period, during which the notice period is one week. Probationary periods may be extended if necessary. After successful completion of the probationary period, the notice period rises to one, three or six months, depending on the seniority of the role. This role will have a twelve week notice period.

How to apply

We encourage applications from people who meet most but not all of our essential criteria. And we encourage applications from people who have been disabled by society, are from minoritised groups, have personal experience of alcohol harm or have experienced any other forms of societal discrimination.

Any questions?

If you have any questions about the role or would like an informal discussion about the role, you are welcome to email Joe Marley, Director of Communications and Marketing: joe.marley@alcoholchange.org.uk

How to apply

- Use our online form here: <https://app.beapplied.com/apply/lz9qi56kgw>
- Upload your CV to Applied (max 3 pages, listing two referees) to this online form in MS Word, Google doc, or Adobe .pdf format (no image files please).

We only accept applications on our own application form and will not accept applications in any other way. For example, cover letters emailed to us will be discarded. If your access requirements mean that you are unable to use the online version of the application form, please contact us on jobs@alcoholchange.org.uk and we will supply the form in another format.

Deadline for us to receive your application: *Strictly 9am, Monday 20 May, 2024.* The online application form gives a date and time stamp to all applications.

We will aim to get back to you by: Tuesday 21 May, 2024. All applicants will receive a response.

Interviews: Tuesday 28 May, 2024 (please save this date!)