

Media Officer

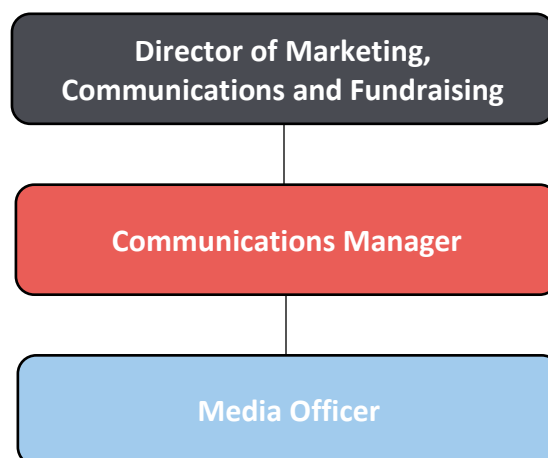
JOB DESCRIPTION

Location: London (Hybrid – 1 to 2 days per week in the office)

Work pattern: 35 hours per week, Monday to Friday, 9am to 5pm

Interaction with: Directors, Managers, and Staff at FEC as well as stakeholders, clients, etc

Reporting line:



Role (Brief overview):

Working within a busy Communications team, the Media Officer will play a central role in strengthening the charity's public profile by supporting the delivery of media activity across national, regional, trade and specialist media that showcase the impact of the charity's services. They will identify newsworthy opportunities, write press releases, pitch stories to journalists and support the delivery of integrated communications campaigns.

Principal Responsibilities:

Media Relations

- Develop and maintain strong relationships with journalists, broadcast producers and relevant media outlets (print, broadcast, trade, specialist and digital).
- Support the delivery of press activity for campaigns, announcements and events, including coordinating timings and supporting materials.

- Proactively identify, craft angles and pitch stories to relevant media to support the charity's strategic objectives.
- Develop press releases, statements, thought leadership pieces, and social media content for a wide range of audiences that highlight our impact.
- Respond to breaking news and media enquiries quickly and effectively, preparing reactive statements and identifying and escalating complex, sensitive or high-risk issues as appropriate.
- Monitor media agendas and media trends.
- Assist with media interviews, supporting spokespeople with a full briefing in advance, and attending interviews where needed.
- Work with the Communications Manager to ensure messaging remains consistent and aligned with the charity's values.
- Contribute ideas and insight to team planning discussions and continuous improvement of press processes.
- Monitor and evaluate media coverage using monitoring tools. Analyse performance and provide insights to internal teams and funders.

Storytelling

- Support the day-to-day delivery of the charity's client story process to source, interview and develop compelling beneficiary, employer and partner stories.
- Produce engaging content for use across website articles, funding and impact reports, media activity and PR campaigns, social media and stakeholder communications.
- Work closely with colleagues across fundraising and marketing to maximise the impact of client stories.

Stakeholder Communications

- Liaise with external stakeholders such as journalists and press offices at partner organisations, under guidance from the Comms Manager.
- Provide clear advice to internal stakeholders on media processes, timings and expectations.
- Assist in creating briefings and reports to inform and influence key stakeholders.
- Develop materials for events, speeches and presentations that support the charity's advocacy efforts.

PERSONAL SPECIFICATION

Essential Competencies:

- Experience in a communications, PR, or journalism role, securing coverage in the national and regional print, broadcast and online media.
- Experience working in a Press Office/Comms team, handling media enquiries.
- Strong writing, editing and proofreading skills, with the ability to produce content for different audiences such as press releases, statements, media briefings, pitches, reports and website articles.
- Solid understanding of what makes a strong media story.
- Creative and proactive approach to identifying and developing news hooks from a range of sources and client stories.
- Confidence to interview people sensitively and effectively.
- Proven experience in content creation and storytelling.
- Excellent internal and external relationship-building skills.
- Experienced at monitoring and evaluating media activity.
- Confident working on own initiative.
- Ability to translate complex topics into compelling and accessible content.
- Strong organisational skills, with the ability to manage multiple projects and meet deadlines.
- Strong ability to collaborate effectively with both internal and external stakeholders, fostering positive relationships across all levels.
- Highly organised with excellent IT proficiency, including experience using Microsoft Suite and Outlook
- Proactive and supportive team player who contributes to a diverse and dedicated team.
- Self-motivated with the ability to work independently while also engaging with the team as needed.
- Confident and outgoing personality, with excellent communication, interpersonal, and influencing skills, enabling effective interaction at all levels.

Desirable Competencies:

- Experience of working within a charity.
- Strong journalist contacts across the national and regional media.
- Understanding of how PR integrates with digital and social channels.
- Confident communicator able to brief spokespeople and liaise with journalists.

- Knowledge and understanding of the importance of our employment and justice services to the Armed Forces community.
- Experience working with storytellers sharing sensitive topics.
- Experience in developing and delivering integrated communications plans to deliver impact.
- Experience supporting crisis communications and ability to identify, manage and mitigate reputational risk.
- Previous experience in the UK Armed Forces or a strong working knowledge of the UK military.
- Resilient and adaptable, capable of managing the demands of the role with a proactive and responsible approach.