

Job Description



Job title:	Media Officer
Department:	Policy and Social Change
Reporting to:	Senior Media Officer
Salary:	£39,212 per annum
Hours:	35 per week
Location:	Based in our London office
Contract type:	Permanent

Aim and influence

- Play a key role in the Crisis press office, helping us bring to life the causes, consequences, and solutions to homelessness, and convincing our audiences that it can and must be ended
- Help to create and implement stand-out media plans that are ambitious, creative, based on audience insight and centred firmly around the experiences of people who are, or who have been, homeless
- Create and deliver impactful media coverage that helps to influence policy and practice, publicise our services, promote our brand and drive engagement and fundraising at a regional and national level
- Support and empower people with lived experience of homelessness to share their experiences in the media
- Play a key role in the wider organisation, working with other colleagues, teams, and Directorates to ensure activity is fully integrated across Crisis' channels and focused on our audiences, and advising colleagues on media approach.

Financial and supervisory responsibility

- Delivering projects on time and on budget
- At times, managing freelance photographers, film makers and copy writers

Other key details

- Some evening and weekend work (including over the Christmas holiday period) will be required and time off in lieu will be given in accordance with Crisis TOIL policy
- Taking part in the out of hours media calls rota and the reactive media enquires weekly rota
- Travelling to Crisis' Skylight centres across Great Britain may be required. Spending occasional nights away from home may also be required – although this is not necessarily expected. Time off in lieu will be given in accordance with Crisis TOIL policy

Organisational chart



Please note structure is subject to change

Job responsibilities

- Develop and implement proactive media plans that deliver standout coverage that keeps homelessness on the agenda, and supports Crisis' brand, our work on policy and social change and fundraising objectives including our Christmas appeal.
- Generate coverage of Crisis' key influencing campaigns that raises awareness of the societal discrimination that causes homelessness and achieves government and public support for the policy changes we need to end it.
- Assist with the day-to-day operations and administrative functions of the team, including regular evaluation reports and handling reactive media requests.

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- Work with the rest of the media team to build strong relationships with key national, regional and consumer journalists.
- Help to diversify the media coverage that Crisis generates, to ensure it can reach a wider range of audiences and interests; including developing innovative plans to secure coverage in digital and consumer media.
- Gather a diverse range of compelling stories that puts the voice of people with lived experience of homelessness front and centre of Crisis' media work and supports the wider agenda to reframe the public discourse on homelessness.
- Take the lead on creating impactful digital led coverage that amplifies our media campaigns – including Crisis at Christmas.
- Help develop our regional media presence through compelling local stories, building close relationships with our frontline services.
- Contribute to a busy, reactive press office.

General responsibilities

- Encourage and seek out opportunities for member involvement within Crisis.
- Develop and maintain an understanding Crisis' work and the needs and circumstances of people facing homelessness.
- Work collaboratively across departments to support Crisis' mission to end homelessness.
- Comply with all Crisis policies and procedures including Safeguarding and Equality, Diversity & Inclusion.
- Commitment to the use of Crisis' chosen IT Systems.
- Competent in the use of laptops, desktop PC's and headsets.
- Competent in Microsoft applications, i.e., Outlook, Teams, PowerPoint and Word, and online applications such as Zoom and web browsers.
- Carry out any other duties reasonably associated with this role.

Person Specification

Essential

- Experience of working within a busy press office environment/PR agency or as a journalist

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- Experience of supporting with or delivering impactful media campaigns or stories that have helped secure quality coverage in national and regional news outlets, as well as softer consumer features.
- Excellent writing skills, with the ability to craft engaging copy for a range of audiences, including political, consumer, tabloid, trade and everything in between.
- Experience of working with case studies, identifying and preparing stories for the media and empowering people to share their experiences.
- A strong news sense, with a good working knowledge of the UK media, including digital media production, with experience of creating digital-first coverage and amplifying campaign messages creatively in the digital sphere.
- A creative and solutions focused approach, with experience of spotting opportunities and turning them into quality coverage.
- Experience of building, managing and maintaining good relationships with internal stakeholders at all levels and key journalists.
- Experience of turning complex policy and research into compelling news and PR coverage
- Excellent organisation, time management and planning skills, including attention to detail and the ability to work independently when managerial support is limited.
- Excellent judgement with the ability to think on your feet and deal with communications challenges in a fast-paced environment.
- Commitment to Crisis' purpose and values including equality and social inclusion.

We encourage applications from all sections of the community and particularly from people who have lived experience of homelessness

Supporting your application

Thank you for your interest in working for Crisis.

Before you apply, please take a moment to read through the frequently asked questions below which are designed to support your application and help you understand our recruitment processes.

The person specification requires a qualification or experience that I do not have. Is it still worth me applying?

The person specification has the key knowledge, skills, experience or behaviours needed to carry out the job successfully and you will be scored based on any information you provide. If you don't quite meet the criteria, for example if you have an understanding of something rather than experience of doing it yourself, you may still pick up points for explaining your understanding or how you might approach it. However, some of the person specification points, for example specific qualifications, are critical to the role so if you don't meet those requirements, you are unlikely to be shortlisted.

Can I apply by sending my CV?

Occasionally we accept CVs and a covering letter but only if this is requested in the advert for the post. We don't accept speculative applications or hold CVs on file.

What should I do if I can't complete an online application?

If you would like to apply in a different format, for example in a Word document, because you are unable to use the online process, please contact the Recruitment Team jobs@crisis.org.uk It is helpful if you provide details of your requirements or suggestions about how we might best support you to apply so that we're able to consider alternatives.

Does Crisis use Artificial Intelligence (AI) technology for shortlisting?

Crisis does not use AI technology for shortlisting applications or throughout our recruitment process.

Can I use Artificial Intelligence (AI) technology for my application?

We strongly discourage applicants from using AI technology at any stage of the recruitment process. This is so we can run a fair, transparent process which gives all applicants an equitable chance of success. We want to hear about your own experience and perspectives in your application and if shortlisted, during the interview too.

How can I maximise my chance of being shortlisted?

It is important that you complete all sections of the online application form to ensure that the recruiting panel understand your interests, skills, behaviours, knowledge and experience.

Shortlisting is mostly based on the information you provide in the assessment form section.

A strong application will also be in line with the **Crisis Values** that you can find on our website.

Please note! If you don't provide full responses against the person specification points, the panel won't be able to score your application fully and it will be unlikely there is enough information for you to be shortlisted.

How quickly will I know if I have been shortlisted?

Every recruitment campaign will be different depending on how quickly the shortlisting panel can review applications but if you have not been shortlisted, you will receive an email from us confirming that.

If I am not shortlisted, can I get feedback on my application?

Unfortunately, we are not able to offer feedback on your application if you are not shortlisted for interview.

Can I get feedback after my interview?

We appreciate that information about where you did well or less well can be useful, so if you are not successful following interview we are able to provide feedback.

Will you notify me of future vacancies?

Once you have registered via Crisis Jobs Online, you can sign up to receive notifications of new vacancies based on the criteria you select. We also recommend that you check our website regularly for details of new vacancies.

I recently applied for a role and was not successful, but have seen the role re-advertised. Is it worth me applying again?

If the gap between advertising has been short, we would normally advise that candidates need not apply again, unless you have re-written and enhanced your application. Some examples might be that you have strengthened your examples using the STAR technique above.

Crisis Jobs Online

I have typed my personal statement answers into the online form, but it won't let me save them. What should I do?

There is a word limit of 400 per answer so it could be that you have exceeded the limit and that is what is preventing you from saving your work.

I filled in the personal statement section and tried to save it/submit it. However, it wouldn't do this and my information was lost. Is there any way to retrieve it?

You are encouraged to record your answers in a Word document first before copying and pasting your answers into the online application form, using the keyboard shortcuts Ctrl + C to copy and Ctrl + V to paste. The application form has a strict time out limit and so if you take longer than that limit you will lose your work and we are unfortunately not able to retrieve it.

Where can I get help?

If your query has not been answered above, you can contact the Recruitment Team jobs@crisis.org.uk for support.