

# Job Description



Job title:	News and Media Manager
Department:	Policy and Social Change
Reporting to:	Head of Media
Salary:	£50,720 per year
Hours:	35 per week
Location:	London office based. Working from home is an option in line with Crisis' Hybrid policy.
Contract type:	Fixed term contract up to 10 months

## Aim and influence

- Lead and develop the News and Media team.
- Oversee the development, implementation and evaluation of Crisis' media strategies.
- Ensure the solutions to homelessness are regularly part of the news and media agenda across Britain.
- Provide expert advice to staff across Crisis on the most effective use of media and external positioning.

## Financial and supervisory responsibility

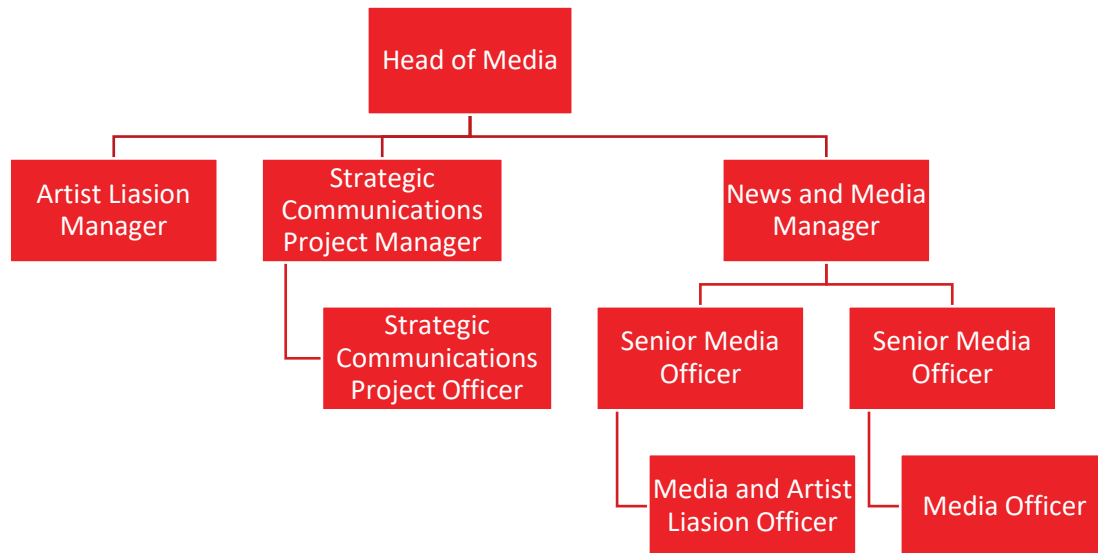
- Line management of two Senior Media Officers.
- Deliver projects on time and on budget.
- Deputise for the Head of Media where appropriate.

## Other key details

- Some evening and weekend work, including travel time and overnight stays, will be required, particularly over the Christmas period. Time off in lieu will be given in accordance with Crisis TOIL policy.



### Organisational chart



### Job responsibilities

- Oversee, and lead on, the development, implementation and evaluation of media strategies that deliver impactful, stand out coverage that engages key audiences, keeps homelessness on the news agenda and supports Crisis' Brand, its work on policy and social change and fundraising objectives.
- Lead, motivate and develop the News & Media team and oversee the day-to-day running of Crisis' press office.
- Provide expert media advice and guidance to colleagues across Crisis, including leading on message development and briefing senior spokespeople.
- Drive forward the diversification of coverage Crisis generates to ensure we reach a wider range of key audiences, including overseeing the development of creative media plans that secures coverage in digital and consumer media.
- Prioritise and manage stakeholder requests for media and PR support on projects, advising on setting media objectives, identifying audiences and developing PR tactics, as well as managing expectations and negotiating as necessary.
- Manage, nurture and proactively seek out relationships with journalists across the media spectrum.



- Proactively spot and develop new media and PR moments for Crisis and support the team to maximise the impact of reactive opportunities.
- Oversee the monitoring and evaluation of Crisis' media and PR activity, ensuring meaningful targets are set and measured.
- Support colleagues in Scotland and Wales to develop Crisis' media profile across Great Britain, ensuring messaging and media opportunities across the three nations are effectively coordinated.
- Ensure the News and Media team involves people with direct experience of homelessness from a full range of diverse backgrounds in Crisis' media work and that appropriate advice and support is given and that all processes are followed.
- Work with teams across the organisation, particularly Marketing and Brand, Fundraising and Policy and Research, to ensure an integrated approach to external communications and that media activity is on brand, well framed and used to maximum impact.
- Support the Head of Media with managing reputational risk and crisis communications including developing media plans, providing advice to senior stakeholders and preparing press statements as necessary.
- Assist the Head of Media with managing the News and Media team's budget.
- Proactively monitor the media landscape and stay abreast of the external context Crisis is trying to influence, ensuring these insights are used to the organisations' advantage.
- Manage relationships and contracts with external agencies as required.

#### General responsibilities

- Actively 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 and promote good practice as relates to Safeguarding and Equality, Diversity & Inclusion.
- Commitment to the utilisation of Crisis' chosen IT Systems.
- Competent in the use of laptops, desktop PC's and headsets.



- Competent in the use of Microsoft applications i.e.: MS Outlook, MS Teams, MS Word and MS PowerPoint along with the use of online applications, for example Zoom and web browsers - Google Chrome or Microsoft Edge.
- Carry out any other duties reasonably associated with this role.

### Person Specification

#### Essential

1. Significant experience of working in a busy press office, at a PR agency or as journalist.
2. Demonstrable experience of taking the lead in devising, planning, implementing and evaluating media strategies across news, consumer, online and regional media.
3. Excellent news sense, with a proven track record of working on high profile stories and developing and maintaining relationships with key media contacts.
4. Excellent people and project management skills, with demonstrable experience of leading and motivating a team to deliver against objectives.
5. Experience of taking an audience-focused approach with a track record of using audience insight to develop messaging, campaigns and target media.
6. Proactive and creative approach to seeking out and developing media and PR opportunities.
7. Excellent editorial skills with a proven track record of translating complex and sensitive issues into standout, impactful media coverage.
8. An exceptional communicator, with the ability to build effective relationships with a wide range of stakeholders both internally and externally.
9. Outstanding judgement and analytical skills with the ability to apply these in a fast-paced environment.
10. Experience of working in a complex policy environment with a focus on social policy issues and briefing senior spokespeople.
11. Experience of managing reputational risk or handling crisis communications situations.
12. 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](mailto: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](mailto:jobs@crisis.org.uk) for support.