

magic breakfast

fuel for learning

Celebrity & Lifestyle Media Lead

Job Description and Person Specification

Reporting to: Brand Marketing Manager

Location of work: Home based. One office day per month. The role may involve some irregular travel throughout England and Scotland. Expenses will be paid in line with our Travel and Expenses policy.

Contract type: Ideally full-time, 35 hours per week, although part time / flexible hours may be considered. The role may require occasional evening and weekend work

Contract Length: 12 months FTC (with a view to become permanent)

Salary: £37,500

BACKGROUND

Magic Breakfast is a registered charity providing healthy breakfasts to children and young people in the UK who arrive at school too hungry to learn, and expert support to their schools. Over 200,000 children and young people are on roll at Primary, Secondary, ASL / Special Educational Needs Schools and Pupil Referral Units that the charity works with, in disadvantaged areas of Scotland and England. Providing breakfast ensures that children start their school day with the energy and nutrition they need to be able to make the most of their morning lessons. Magic Breakfast also undertakes research, and campaigns for long-term solutions to end hunger as a barrier to learning.

This is an exciting time to join Magic Breakfast if you wish to make a difference to the lives of children. We are expanding our team to meet the challenge of ending child morning hunger, both for now and for good.

JOB PURPOSE

The Brand and Marketing team's purpose is to significantly increase awareness, engagement and reputation of Magic Breakfast's supporting wider teams to achieve their objectives.

As part of the Brand and Marketing team, the Celebrity & Lifestyle Media Lead manages all aspects of the delivery Magic Breakfast's celebrity engagement as well as our presence within lifestyle / consumer media to increase our brand profile and understanding of the issue. The role will work closely with the News & Media Lead on the charity's media strategy and implementation planning.

KEY RESPONSIBILITIES:

Celebrity (Artists)

- Implement Magic Breakfast's Celebrity (Artists) strategy and plan, proactively identifying impactful opportunities to support other teams and campaigns
- Act as the main point of Celebrity (Artist) liaison for Magic Breakfast including but not limited to
 - coordinating requests

- providing updates
- nurturing relationships with artists and management,
- Developing an understanding personal motivations and inspiration
- Be responsible for leading new artist (celebrity) acquisition for Magic Breakfast including approaching and pitching for opportunities alongside other internal teams
- Monitor external environment and publications to identify new opportunities and connections to our cause
- Ensure risk associated with high profile supporters/celebrities is monitored and managed

Media and PR

- Work alongside the News & Media Lead to develop and implement media strategy and activity plans
- Create innovative approaches to ensure cut through increase lifestyle and consumer media opportunities, collaborating with external partners and agencies where appropriate
- Lead on the writing of press materials, including but not limited to press releases, press packs, internal quotes etc.
- Manage and act as key point of contact for any media agencies to ensure scope of work is clear, contracts are in place and delivery of plans are effective, efficient and meet objectives
- Act as the first port of call for press queries and coordinate out of hours cover
- Ensure all spokespeople are clearly briefed and have been media trained where required
- Support the organisation to respond to crisis situations, providing advice, drafting materials and managing media where required

General

- Monitor, evaluate and provide reports on media and celebrity activity and disseminate learnings, ensuring they are in line with the overarching team objectives and organisational business goals
- Contribute to team meetings, sharing best practice and supporting team members where necessary.
- Help to maintain a positive working environment; keeping the vision of Magic Breakfast at the heart of everything we do.
- Actively contributing to team meetings and supporting team members where necessary.
- Adhering to all Magic Breakfast policies and procedures.
- Uphold a culture that encourages curiosity, continuous improvement, optimism, and a steadfast commitment to social impact.
- Work collaboratively across the organisation more widely to build good working relations across the organisation and provide ad-hoc support to other teams and members of staff.
- Ensure that all activity is compliant with current legislation, GDPR and child safeguarding requirements.

- Participate in occasional work-related events at external venues and perform support related activities as required be willing to undertake occasional work outside of regular office hours and UK travel.
- Undertake any other duties commensurate with the role.

PERSON SPECIFICATION

Knowledge and Experience

- Experience of working as a PR professional
- Experience of building relationships with celebrities (artists) and their management teams
- Experience of building relationships with press contacts in the UK national and regional broadcast and print media
- Experience of developing media strategies and delivery plans
- Planning and campaign management skills

Skills and Abilities

- A collaborative team player with the confidence to work both self-sufficiently and across teams and departments, proactively engaging colleagues on projects and initiatives.
- Excellent interpersonal skills and the ability to deal sensitively managing and sustaining relationships with multiple stakeholders, both internal and external
- Highly organised, and an ability to work autonomously and be a confident decision maker in a fast-paced environment
- Outstanding time management and organisational skills with the ability to prioritise multiple tasks simultaneously and work under pressure to deadlines.
- Effective and thoughtful verbal and written communication skills, with the ability to communicate data and information effectively and compellingly, in writing and verbally to both specialist and non-specialist audiences –
- High level of competency in the use of Microsoft Office and CRM software
- Ability to keep accurate and up to date records, handling confidential information and only sharing information as and when appropriate

Other

- Passion and commitment to Magic Breakfast's aim of alleviating morning hunger as a barrier to learning for children in the UK.
- Share Magic Breakfast's commitment to Diversity, Equality and Inclusion within the workplace.
- Experience of working for a charity, especially in the area of children and young people, desirable but not essential.



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Registered Charity No: 1102510 in England & Wales, SC048202 in Scotland



