



Role description

Post:	Press and Media Relations Officer
Location:	Homebased
Contract type:	Permanent
Reports to:	Head of External Affairs
Grade:	7
Line Manages:	N/A

Job Purpose:

The Press and Media Relations Officer represents the work of SCIE, acting as the point of contact for members of the press and other media representatives. The post holder is responsible for maintaining the profile and reputation of the charity and helping to achieve our influencing objectives with policymakers and leaders in the social care sector. Responsibilities include disseminating information to members of the press and other media to raise awareness of SCIE's policy positions, research findings and improvement programmes. The post holder will help shape and deliver media influencing plans that support SCIE's influencing objectives and use a variety of channels to achieve these objectives, including both traditional and social media.

Main Duties:

1. To provide an effective service to media professionals including journalists and producers by coordinating SCIE's response to media enquiries and assisting and advising other SCIE staff when handling media enquiries.
2. To cultivate new and nurture existing media contacts, building SCIE's credibility and establishing effective working relationships with key journalists from national media and sector-specific media, such as trade magazines and podcasts.
3. To devise and implement media strategies to support SCIE's influencing objectives, working in an integrated way with programme leads across the charity

- to identify and maximise opportunities to use the media as a vehicle to influence policy and decision making, including both traditional and social media.
4. To work alongside SCIE's Policy and Public Affairs Officer and other SCIE staff to develop media responses to major Government announcements and high-profile policy issues, producing press releases and quotes and briefing/advising spokespeople including the Chief Executive, Directors and relevant SCIE staff.
 5. To support the crisis PR service if any adverse publicity might pose a significant reputational risk to the charity.
 6. To make sure SCIE's media work involves people with lived experience of social care from a full range of diverse backgrounds, and that appropriate advice and support is given to people involved with SCIE's media work.
 7. To arrange formal media training for key staff and organise media interviews as required with SCIE's Chief Executive, Directors, other spokespeople and people with lived experience, providing them with full pre- and post-interview briefings.
 8. To liaise with journalists on behalf of SCIE, when required.
 9. To represent and promote SCIE's media function at external events and meetings, when required.
 10. To work in partnership with other organisations to develop joint media responses, such as SCIE's Social Care Leaders Group.

General responsibilities:

1. **Have fun and challenge yourself at work, model the charity's values and abide by our policies and practices.**
2. **Embrace diversity and share in our commitment to equality of opportunity and to eliminating discrimination.**
3. **Work flexibly and positively contributing to good team working and the delivery of the SCIE's objectives through matrix working.**
4. **Show a clear commitment to working with people with lived experience in a sensitive and non-judgmental way to facilitate positive working relationships.**
5. **Other tasks as may be required, commensurate with the level of the post**

Person Specification (required skills, knowledge and experience)

1	<p>Aptitude / abilities / skills</p> <p>Highly developed verbal communication skills, and the ability to interact with a diverse range of people.</p>
----------	--

	<p>A high standard of written English, with the ability to prepare accurate briefings, press releases, articles and other materials for journalists and SCIE colleagues.</p> <p>Ability to work collaboratively as part of a wider team, including with other SCIE staff responsible for marketing, digital media and social media, internal communications and sector newsletters.</p> <p>Well organised, with the skills to prioritise and work to tight media and internal deadlines.</p>
<p>2</p>	<p>Education / knowledge</p> <p>At least a good first degree (BA) and/or experience working as a media officer, or a senior PR executive, with a demonstrable track record of generating and promoting stories to the media and dealing with enquiries from journalists.</p> <p>A strong news sense and a good knowledge of the needs of national and trade media; experience relevant to social care is desirable.</p> <p>An excellent working knowledge of IT systems (Microsoft Word, Excel, PowerPoint and Outlook) and all applications relating to communications, including the ability to use SCIE's CRM system.</p>
<p>3</p>	<p>Experience</p> <p>Proven success at devising, implementing and evaluating proactive media plans that reach target levels of coverage in traditional media (national and trade media), as well as social media.</p> <p>Experience of taking the lead in working with the media about high profile issues (proactively and reactively); some experience of handling and responding effectively to crisis media stories is desirable.</p> <p>Experience of preparing spokespeople (e.g., Chief Executive) and people with lived experience for media interviews, podcasts, webinars and in-person events.</p>

4	<p>Attitudes / personal characteristics</p> <p>Empathy with SCIE’s vision and values for social care, particularly diversity, equity, and inclusion.</p> <p>A self-starter, able to use own initiative and good judgement when their manager is unavailable.</p>
5	<p>Desirable Criteria</p> <p>A strong interest in social care and public policy is desirable.</p> <p>Experience working with people with lived experience of care and support (through co-production) is also desirable.</p>

General Comment

This job description describes the principal purpose and main elements of the job. It is a guide to the main duties as they exist but is not intended as a comprehensive or permanent schedule of tasks.