

Job Description



Job title:	Senior Media Officer
Department:	Policy & Social Change
Reporting to:	News and Media Manager
Salary:	£42,579 per annum
Hours:	35 per week
Location:	Based in our London Office. Flexible working is an option in line with Crisis' Hybrid-Working Policy
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.
- Create, implement and evaluate stand-out media strategies that are ambitious, creative, based on audience insight and centred firmly around the experiences of people who are, or who have been, homeless.
- Comprehensively plan high-profile media campaigns to influence policy and practice, publicise our services, promote our brand and drive engagement and fundraising at a regional and national level.
- Take an active role in our development, practices, systems, and ways of working.
- Play a key role in the wider organisation, working with other colleagues, teams, divisions, and clients to ensure our activity is fully integrated across channels and audiences, and to advise colleagues on how to best position Crisis' work as well as driving awareness of homelessness in the media.

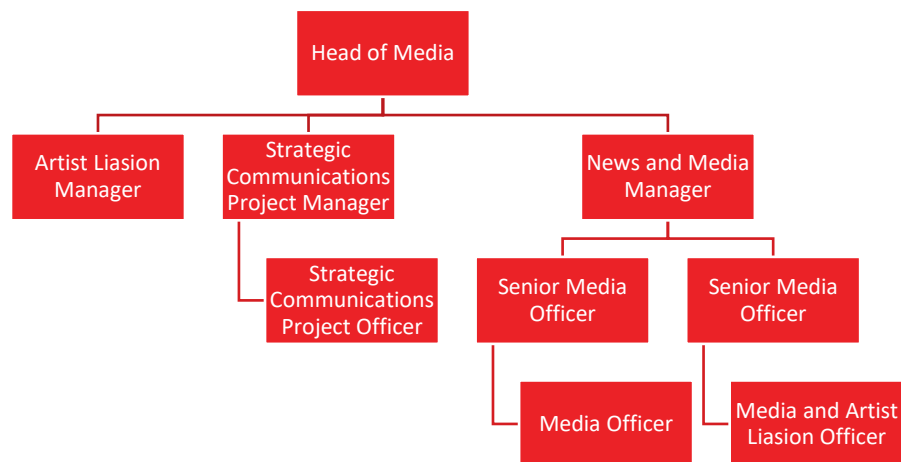
Financial and supervisory responsibility

- Delivering projects on time and on budget.
- Line management of the Media and Artist Liaison Officer.
- Deputise for the News and Media Manager where appropriate.

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 rota and the reactive media enquires weekly rota.

Organisational chart



Please note structure is subject to change:

Job responsibilities

- Lead on the development and implementation of proactive media strategies that deliver impactful and stand out coverage that engages key audiences, 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.
- Lead on diversifying the media coverage that Crisis generates to ensure we can reach a wider range of audiences, including developing creative media plans that secures coverage in digital and consumer media.
- Proactively seek out and develop new media and PR opportunities for Crisis and maximise the impact of reactive opportunities.
- Work with the wider media team to develop and nurture relationships with key media contacts across national, regional and consumer.
- Support with providing expert media advice and guidance to colleagues across Crisis, including developing media messaging for projects and briefing senior spokespeople.
- Monitor, assess and report back on coverage for key campaigns to the News and Media Manager to support the on-going evaluation of the teams' media and communications activity.

Senior Media Officer, April 2024 – Job Pack

- Gather a diverse range of compelling stories that puts the voice of people who are homeless front and centre of Crisis' media work and supports the wider agenda to reframe the public discourse on homelessness.
- Effectively lead, manage and develop the Media and Artist Liaison Officer.
- Contribute to a busy, reactive press office.
- Create briefs and concepts for photography, audio and film shoots featuring Crisis clients, volunteers and supporters. Set up PR stunts, photo calls and direct film and photography crews.
- Stay abreast of the latest developments in media and communications and the external context we are trying to influence, ensuring these insights are used to Crisis' advantage.

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 including 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 Experience of working within a busy press office environment/PR agency or as a journalist
- 2 Proven experience of leading on high-profile audience focused media strategies that secure coverage across news, consumer, online and regional media.

(If you don't have direct experience of working in a press office, this could be for a brand you work for or stories you worked on as a journalist that led to sustained or more widespread coverage)

- 3 Proven experience of managing and maintaining good relationships with internal and external stakeholders including journalists at all levels.
- 4 Excellent writing skills, with the ability to write for a range of audiences and outlets, including news, consumer, trade and everything in-between.

- 5 Experience of working with and interviewing case studies, identifying and preparing stories for the media and empowering people to share their story.
- 6 Excellent news sense, with a strong working knowledge of the UK media and ability to develop relationships with key media contacts.
- 7 Ability to work independently and take initiative when managerial support is limited.
- 8 Ability to juggle multiple projects and reactive enquires, remaining calm under pressure, with the ability to prioritise and plan time effectively.
- 9 A proactive, positive, collaborative, and solutions-focussed attitude
- 10 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.

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.