

# YOUR NEW ROLE AT THE TRUST

<b>JOB TITLE:</b>	Senior Media Relations Manager	<b>PAY BAND:</b>
<b>FUNCTION:</b>	Communications	Support Delivering <b>Specialist/Managerial</b> Technical Lead/Function Head Senior Leadership Team
<b>THE TEAM:</b>	The Communications team provides The King's Trust with strategic communications across internal communications, external communications, and media relations activity.	


## WHERE YOU WILL FIT

Director of Communications	Head of Media Relations	<b>Senior Media Relations Manager</b>	Media Relations Manager
			Media Relations Officers

## HOW DOES THIS ROLE IMPACT YOUNG PEOPLE?

You will play a key part in delivering The Trust's media relations activity which involves raising awareness of how we support young people and helping to position the charity's vision of ending youth unemployment. Through this awareness, we can reach more young people and help them towards better outcomes and raise support for our programmes among supporters, partners, and the wider public.

## WHAT WILL YOU DO?

-  Lead on national media communications projects, such as high-profile events, partner campaigns, and research, which demonstrate the issues young people face and how The King's Trust is there to support.
-  Engage with journalists and stakeholders such as corporate partners and Ambassadors of the charity, to proactively highlight our work within the media.
-  Work closely with young people who have been supported by the charity with a safeguarding first approach, supporting them to tell their story in the media and identifying opportunities for them to be involved in campaigns.
-  Monitor the news agenda and seek opportunities to respond to emerging stories in the media which are relevant to our work.
-  Support the Director of Communications and Head of Media Relations with responding to issues and crisis management.
-  Develop relationships with teams across the Trust, including fundraising, marketing, Ambassadors, and events.
-  Maintain and cultivate new relationships with media partners, engaging them with our key campaigns
-  Line manage three members of the team, supporting their professional development and acting as a role model.
-  Responsible for actively contributing to an equitable, diverse, and inclusive workplace.

# THE SKILLS YOU'LL BRING

All of the roles at The Trust are key to our success and there are certain skills we need to be successful. And while we will shortlist the most qualified people for the role, we ask everyone for a supporting statement. If you think you could do the role, but don't have all the desirable experience, we would still love to see an application from you.

## WE REALLY NEED YOU TO HAVE THESE

Skills & Knowledge	Why do we need this?
Excellent writing and editorial skills	The role will include writing and editing press releases and other communications for journalists and external stakeholders
Excellent understanding of the media and their needs	The role will be dealing with journalists on a regular basis
Ability to build excellent working relationships internally and externally with good influencing and diplomacy skills	You will be in regular liaison with senior stakeholders internally and externally, including pitching to journalists and advising and supporting colleagues and partners
Ability to meet deadlines and to prioritise competing organisational needs	The Communications team often handles multiple demands and short deadlines
Knowledge of how to deal with young people in a case study/media context and related confidentiality and legal issues	Writing and editing young people's case studies for the media will be a key part of the role
An understanding of the current economic climate and challenges facing young people	This role requires knowledge about the needs of young people to help best communicate to media about The Trust's work
Experience	Why do we need this?
Experience of working in media relations including proactive media relations, event PR, feature placement, and issues based campaigns	You will need to support a range of media relations activity, from features to news, and from fundraising activity to issues based campaigns
Experience of handling sensitive issues in the media	You will have an active role to play in crisis communications
Experience of offering counsel and media advice to a wide range of staff including senior management and regional colleagues	In this role you will write and edit media briefs for internal spokespeople and deliver verbal briefings
Experience in working across functions, particularly with marketing and digital colleagues	A significant part of the role is working with the digital team on communications for social media which complement overall strategic communications and campaigns
Experience of managing or leading a team	You will line manage team members and you will play a key role in supporting both the Head of Media Relations and Deputy Director of Communications and Ambassadors

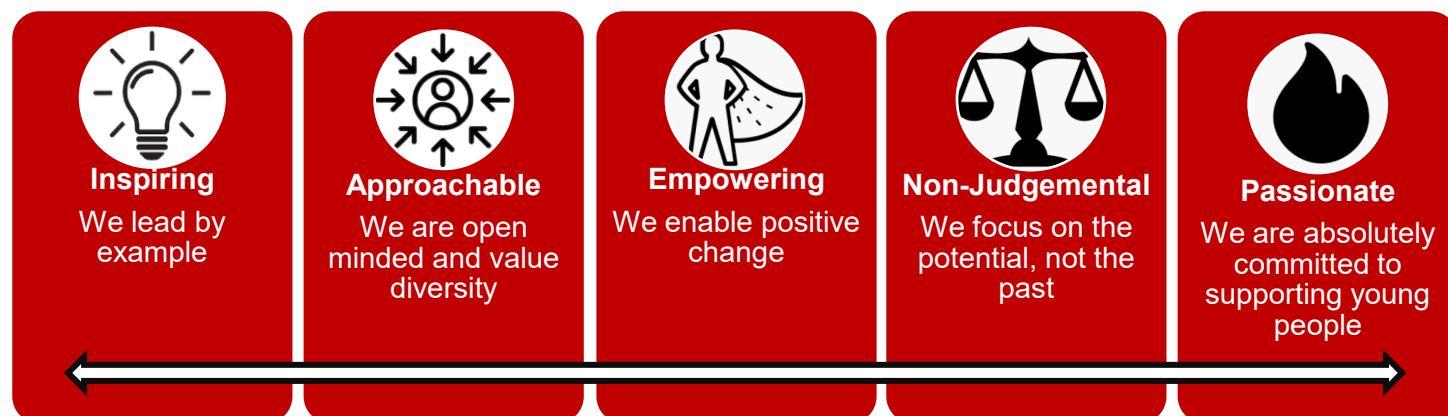
## WE WOULD LOVE IT IF YOU COULD DO THIS

Experience	Why do we need this?
Experience with a large and complex organisation in the public or voluntary sector	Experience of a large and complex organisation in the public or voluntary sector and an understanding of the third sector will help when handling charity news in a media context
Experience of liaising with celebrity Ambassadors and their publicists	You will play a role in assisting our celebrity Ambassadors to support us in the media
Experience of brokering media partnerships for campaigns	Media partnerships help us to guarantee media coverage and extend our reach for campaign activity
Skills & Knowledge	Why do we need this?
Sound judgement especially in terms of communications protocols	The role will support more junior members of the team to make decisions

# WHAT DO WE EXPECT FROM YOU?

## OUR VALUES

Our values are at the heart of everything we do – they articulate who we are and how we work together to achieve our aims to help young people.



Here at The King's Trust, we're committed to equality, diversity and inclusion. We want to be an organisation that's representative of the communities we serve, which is why we strive for diversity of age, gender identity, sexual orientation, physical or mental ability, ethnicity and perspective. Our goal is to create an environment where everyone, from any background, can be themselves and do the best work of their lives.

We're a Stonewall Diversity Champion and we are Disability Confident employer. Our staff, volunteers and young people are supported by KT CAN (our Cultural Awareness Network), KT GEN (Gender Equality Network), KT DAWN (Disability & Wellbeing Network) and Pulse (LGBTQIA+ Network). For more information, [click here](#).

## OUR BEHAVIOURS

We expect certain behaviours from you about how you interact with colleagues, our partners, young people & the public. As someone who works at a specialist/managerial level, we would expect that you live these behaviours.

Leading by Example	Continuous Improvement	Effective Communication	One Team	Delivering Results
<p>You inspire others through a passion for what we do</p> <p>You keep young people and our end goal in mind</p> <p>You build trust in others through reliability and holding self-accountable for success</p> <p>Resilient in the face of challenges, not taking constructive criticism personally</p> <p>You're authentic and bring unique talents to work, encouraging others to do the same</p> <p>You role model integrity and act according to our Values</p>	<p>You champion change initiatives and help others see the benefits and opportunities</p> <p>You take an entrepreneurial approach to improving how we do things</p> <p>You seek opportunities to enhance your own development and build expertise</p> <p>You role model a positive and constructive approach to giving &amp; receiving feedback</p> <p>You support others in adapting to change</p>	<p>You're approachable, clear and assertive</p> <p>You cascade important and relevant information to others clearly and swiftly</p> <p>You treat people as individuals, tailoring communication and influencing style accordingly</p> <p>You communicate difficult messages and challenge others' thinking effectively</p> <p>You listen to and empathise with others to understand the root of situations before responding</p>	<p>You role model effective and mutually supportive teamwork with colleagues</p> <p>You manage the expectations of others, gaining buy-in where required</p> <p>You share knowledge and information</p> <p>You build and invest in relationships across The Trust</p> <p>You use awareness of how your own team fits within the wider organisation to find solutions</p>	<p>You translate The Trust's long-term vision and strategy into actionable plans &amp; targets</p> <p>You take responsibility for making and implementing logical, data-based decisions</p> <p>You're flexible and responsive as priorities and requirements change</p> <p>You seek solutions and solve problems, empowering others to do the same</p>

## THE WELFARE OF OUR YOUNG PEOPLE

The King's Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. As part of this commitment, we undertake basic disclosure checks per the Codes of Practice

for all roles within The Trust, and for our roles working directly with young people, at an enhanced level. Having a criminal record will not automatically exclude applicants.