

# SOUNDDELIVERY MEDIA

**Amplify - Understand - Influence**

Charity number: 1192516



*"I've gone from standing in the picket lines trying to shout over a sea of other voices to being able to walk in the front door and have a conversation face to face, valued conversation and they are actually listening."*

**Jan Cunliffe, Co-Director of JENGbA**  
**Spokesperson Network member**

## Recruitment pack

## Media Relations Manager

## January 2024

# WELCOME!

Dear Applicant

Thank you for your interest in joining our team as our Media Relations Manager.

Sounddelivery Media is a small, dynamic and supportive charity. We amplify lived experience stories and expertise to address social inequalities. To do that, we work alongside some incredible people and organisations, helping them to develop their confidence, skills and platforms to influence public conversation.

We've achieved much and are already recognised for providing crucial activities in support of civil society and its leaders. You can [read about our impact](#) here. But there's so much more we're ready to achieve, and this is an exciting time to join us.

We're set to launch our three year strategy, pushing forward in our mission to put lived expertise at the heart of media conversations, policy and practice change. It's an extensive programme of work and we need the capacity, skills and talent to deliver it. Your place in our organisation will be key to helping us do that.

We're excited to be advertising this opportunity and pleased that you are considering joining us on this journey. I hope this information pack will provide you with the details you need to make your application.

If you'd like to find out more about the role before applying, please join our informal Zoom call on Wednesday 24 January at 1pm or request a recording of it. You'll find more information on page 11.

***Jude Habib, Director***

# Why work with us

Work with us and you'll be joining a small, friendly and supportive team. We are currently a staff team of three, and have six highly-experienced and engaged trustees. You can [read more about the team](#) on our website.

Beyond the core team, we're also privileged to work with a community of determined charities, community leaders and their networks who share our values and mission. We build genuine relationships with the people we support, have a strong track record and receive great feedback from our clients.

We want you to be proud of working with us, and feel supported to deliver your best. As such, we offer flexible working, alongside training and development opportunities. We also have a ring-fenced team wellbeing budget which we will use on ideas sourced from the team. And, as a growing organisation, this really is a great time to join us and shape the direction of our charity.

Currently we have access to an office in Holborn, London. We often meet as a team on Tuesdays and Thursdays, with the remainder of our time working from home.

We are currently reviewing our office requirements.

# Our vision, mission and values

**Vision** A world where lived experience voices are at the forefront of public conversation, policy and social change.

**Mission** We collaborate with community leaders and their networks, developing ongoing relationships, to ensure lived experience and voices are at the heart of policy and practice change. We strive to instil lived experience and individuals' voices in everything we do, and will work towards greater representation and diversity in the voices heard in the media.

**Values** Our values are at the heart of everything we do. We believe in:

*Trust* We listen, we learn and, together, we take action

*Collaboration* We work alongside people to reach their full potential

*Connection* Connected with which stories need to be told, where and how they can be told to have a lasting impact

*Commitment* To those we work with and the challenges they face in getting their voices heard. Our work is long term.

# About the role

We need an **experienced media communications professional** to join and shape our growing charity: someone who shares our commitment to advancing social justice through transforming representation in the media.

We're looking for a **dynamic individual** with **a strong news sense, great media engagement know-how, a hands-on approach, strong relations with journalists** and **fresh ideas to tell powerful stories**.

You will provide strategic support to a dynamic network of leaders with lived experience of inequality. Working alongside them you'll provide **practical training, support and media opportunities**, you will help them to be visible, confident public spokespeople.

We already work with leading media platforms including BBC News, Channel 4 News, The i news, The Big Issue, we've provided advice to documentary makers and more. You will **lead on these media relationships and develop new ones**.

"Good journalism is built on powerful human stories but it's too often divorced from reality. Over the years Sounddelivery has connected me with a dozen powerful human stories illuminating wider – but often underreported – social issues. It's an invaluable role."

***Giles Edwards, Assistant Editor at BBC***

# The impact you can make

The role offers a fantastic opportunity to influence the way issues are represented and talked about, with people with lived experience central to the conversation.

As we enter this election year, it's an important time for our network, and you'll be able to make a significant impact on their ability to amplify the issues they're addressing and ultimately, influence policy and practice.

"Through my experience doing the Radio 4, Four Thought, I'm receiving dozens of communications from people saying that it's made them feel able to talk about their experience that they haven't been able to speak for decades. I have no doubt that the programme will be a springboard for things. The type of people that would have heard are people that really can create change."

**Anna Wardley, Founder and CEO of Luna Foundation**  
**Spokesperson Network member**



## Key information

<b>Salary:</b>	£38-40k
<b>Hours:</b>	37.5 hour working week (would consider a four-day week). Flexible hours, with some evening/weekend work.
<b>Duration:</b>	One year contract. Highly likely to be extended to two years.
<b>Annual leave:</b>	28 days per year holiday, plus bank holidays
<b>Pension:</b>	3% pension contribution
<b>Other benefits:</b>	A mentor (following successful completion of the six months' probationary period) Training allowance Team wellbeing budget Health Assured Employee Assistance Programme
<b>Place of work:</b>	Home-based with the expectation of working one day per week at our Holborn office in London . Please note that our training predominantly takes place in London.
<b>Start date:</b>	ASAP and no later than 1 April 2024
<b>Reports to:</b>	Director

*We're an equal opportunities employer aiming to recruit from a diverse range of backgrounds. All staff who work at Sounddelivery Media will be asked to have a DBS check.*

# Job description

Your responsibilities will include:

## Media liaison and outreach

- Leading on the strategic direction and implementation for media engagement across all our programmes of work including our [Spokesperson Network](#), [Future Voices](#) and other programmes including identifying strategic partners as part of this.
- Building up our media database and connecting with journalists making them aware about the work of our charity, inviting them to speak with our network and building long-term, trusted relationships.
- Maximising speaking opportunities and supporting our community to feel confident and prepared for interviews which could include helping them to hone their media messages. This might include going with the network member to interviews.
- Organising media panel events with network members.
- Developing relationships with journalists as volunteer media matches for our network.
- Seeking out proactive long-term opportunities for the issues our networks address, to be more visible in the public eye. This would include building relationships with soap storyliners and documentary makers.

## Training and coaching participants

- Media training and coaching for our network.
- You may also be involved in media training on new programmes.



## **Editing, creating and sharing content**

- Editing blogs, vlogs, and audio captured by our network.
- Sharing content across our social media channels.

## **Line management**

- There is currently no line management as part of this role but that might change in the future.

## **Contributing to reporting to Funders and Trustees as part of our end of year feedback.**

# Person specification

You will need the following skills and experience:

- Strong experience at a senior level working in media relations within a charity, journalism or similar.
- Great media contacts/relations particularly with broadcasters.
- Ability to bring new ideas to develop our work to have a bigger, positive impact
- Experience of pitching stories and ideas to journalists.
- Excellent written English and copywriting skills.
- Extremely well-organised and practical.
- A self-starter, comfortable working independently on tasks, but also as happy to work as part of a small team.
- IT literate with multimedia experience – video, audio, visual content (or willing to learn).
- Experience of working with communities unrepresented/misrepresented in the media.
- Experience of working with people who are using lived experience of social injustice to affect change.

# How to apply

<b>Find out more session</b>	<p><b>Wednesday 24 January 2024: 13.00-14.00</b></p> <p>This Zoom webinar will give you a chance to meet the Sounddelivery Media team, hear more about what the role involves and ask any questions before you apply.</p> <p><b>Registration link</b>  <a href="https://us02web.zoom.us/join/9tZwucU6qrDMqHdUX9mLbfHBF1mrQvmRxI5lh">https://us02web.zoom.us/join/9tZwucU6qrDMqHdUX9mLbfHBF1mrQvmRxI5lh</a></p> <p>If you can't make the session live, then contact <a href="mailto:amal@sounddelivery.org.uk">amal@sounddelivery.org.uk</a> for a link to the recording.</p>
<b>Apply here</b>	<p>Please apply as soon as possible through our recruitment portal:</p> <p><a href="https://sounddeliverymedia.beaconfirms.com/form/a45e1c15">https://sounddeliverymedia.beaconfirms.com/form/a45e1c15</a></p>
<b>Closing date</b>	<p>Wednesday 7 February 2024 at 17.00</p>
<b>First-round Interviews</b>	<p>Friday 16 February 2024 (via Zoom)</p> <p>Jude Habib, Director Sounddelivery Media</p> <p>Helena Hastings, Communications Manager and Trusts and Foundations Lead</p> <p>Third interviewer TBC</p>
<b>Second-round interviews</b>	<p>Friday 23 February 2024 (in person venue TBC). We will reimburse reasonable travel expenses)</p> <p>Jude Habib, Director Sounddelivery Media</p> <p>Emma Harrison, Chair of the Board of Trustees</p> <p>Third interviewee TBC</p>

Sounddelivery Media is committed to an inclusive and accessible recruitment process and encouraging equality and diversity among our workforce. If you require any reasonable adjustments to support your application or interview, please reach out to us via [jude@sounddelivery.org.uk](mailto:jude@sounddelivery.org.uk)

**Applicants must have the right to work in the UK. Please note, the successful appointee will be subject to a Disclosure & Barring Service (DBS) check**