



## **NSPCC JOB DESCRIPTION**

<b>JOB TITLE:</b>	MEDIA OFFICER
<b>FUNCTION:</b>	PRESS OFFICE
<b>DEPARTMENT:</b>	COMMUNICATIONS
<b>BASED:</b>	REGIONS / NATIONS (BELFAST)
<b>DATE:</b>	APRIL 2017

### **Context and background**

The NSPCC is the leading charity focused on preventing child cruelty in the UK. In order to carry out our charitable work, maximise our impact and achieve our strategic aims we must communicate efficiently and effectively with our audiences.

The award-winning NSPCC Communications team is known for its talent, expertise and creativity in inspiring and challenging people to act on child abuse. We work collaboratively, both organisationally and across integrated communications disciplines, to deliver shared outcomes and measurable results through all available communications channels. The NSPCC's media team is the focus for all press and media work that comes in to the organisation or goes out from it. It works proactively to generate media coverage for all activities and campaigns, delivers strategic media plans and develops opportunities both proactively and reactively to service a huge array of media/journalists that make contact for comment and information on day-to-day events and upcoming issues. The team is responsible for developing a comprehensive media approach with a clear strategy including statements and press releases to feature/audio visual material and campaign packs. It also continually monitors and evaluates all media coverage gained.

The NSPCC Press Office team is responsible for all our interactions with the media, be it through printed media, broadcast or digital and across the UK nationally, devolved nations and regionally. The team will work collaboratively across the NSPCC to develop a strategic NSPCC presence in the public eye, creating a strong media platform for the NSPCC to publicise its work to end cruelty to children. The remit of the Press Office is to develop this presence on a national basis but also support locally within the four nations and across the regions.

The Regional and Nations Media team are based in different locations around the regions and nations of the UK. They are often the first point of

contact for all communications activities in the NSPCC's areas. The teams develop specific communications strategies for their own areas linked to the overall functional communications strategy. In Northern Ireland, the team supports a range of functions, which includes three service centres and two Childline bases, fundraising, campaigning, Schools Service, Young Witness Service, policy and education teams, and Child Protection in Sport Unit (CPSU) colleagues.

We strive for top performance and excellence in all that we do. We are committed to building positive staff and stakeholder engagement, a high public profile, strong reputation and world-class brand. We continue to set the agenda, influence opinion and find bold, innovative communications that create the changes needed to end cruelty to children for good.

## **Job Purpose**

- To contribute to media team's role of delivering media coverage and ensuring that all communication is of an appropriate high standard, consistent with NSPCC's brand and key messages.
- To help deliver the agreed departmental strategy, plans and standards.
- To work proactively and effectively with other teams and departments in promoting communications work, policies, campaigns and publications.

## **Key Relationships – Internal**

- Reports to the G5 Senior Media Officer
- Works closely with other colleagues in the media team to implement media initiatives.
- Liaises with staff in other NSPCC functions, to ensure clarity of key messages.
- Work with the head of service, senior managers and staff across Northern Ireland to identify and execute key media objectives.

## **Key Relationships – External**

- The media across all mediums locally.
- Delegated working with individuals and representatives and individuals from a range of agencies, media organisations and suppliers.
- Proactively works to develop contacts in relevant external organisations in order to assist with stakeholder management

## **Main Responsibilities**

- To play a proactive role in assessing and prioritising day to day stories, plans and tasks and assume responsibility for delivery.
- To help co-ordinate media activity in and out of the team.
- To write press releases, quotes, articles, newsletters and operational notes for the media team
- To build strong relationships locally with external stakeholders, particularly within the media.
- To carry out research and projects as requested through a range of sources, including the Internet, Intranet, publications and other external contacts, including government bodies, organisations and other charities, in order to obtain relevant information that can contribute to media strategies.

## **Responsibilities for all Communications Staff**

- To participate in regular department and team meetings, contributing to strategy, discussions and decisions which will be beneficial to NSPCC's communications activities.
- To maintain an awareness of own and others' Health and Safety and comply with the NSPCC's Health and Safety policy and procedures.
- To take personal responsibility for keeping up to date with NSPCC work to end cruelty to children, including securing updates on project and service developments and general NSPCC news.

## **Person Specification:**

### **Knowledge and Experience: Essential**

- Demonstrable experience of working in a press office or in the media at this level. This should include a good working knowledge of the political climate and news agenda across Northern Ireland.
- Experience of producing quality material for external audiences such as press releases, marketing materials or digital materials; working within short term and long term media plans.
- Well-developed writing and verbal communication skills to deal effectively, efficiently and appropriately with internal and external stakeholders including the media
- Ability to influence and negotiate with individuals and achieve objectives through these relationships
- Ability to collect and analyse data from various sources, analyse findings and present them clearly for external communications including in press releases.

- Ability to write in a clear and understandable way to staff, managers, external organisations and the public.
- Proven ability to prioritise and organise own workload effectively and efficiently and meet deadlines.
- Proven ability to work well with others as part of a team, providing support as required, and build and maintain effective working relationships.
- Ability to apply effective numeracy skills in accurately entering and recording financial data and other general calculations and working within defined procedures and regulations.
- A full current driving licence and access to a car for business purposes.

## **Personal characteristics:**

- Ambitious with a determination to succeed
- A confident and motivated self-starter who can operate independently with guidance
- Positive can-do attitude
- Team player
- A commitment to high standards of service delivery and customer care.
- Commitment to apply NSPCC's values and behaviours to all aspects of work.
- Willingness to work flexibly in approach to work.