

Job Title: Media and Communications Lead (Northern Ireland)
Grade: D



JOB DESCRIPTION

Job Title: Media and Communications Lead (Northern Ireland)

Department: External Communications and Engagement

Section: Strategy and External Affairs

Reports to: Media and Communications Manager (Regions and Nations)

Line Manager and Budgetary Responsibilities:

Direct reports: N/A

Indirect reports: N/A

Budget managed: N/A

Key working relationships:

Internal:

- Integrated working with the national media team.
- Close working with Children's Services Operations, & Development and Innovation teams.
- Joined-up working with colleagues in the Marketing Directorate, plus children's services, policy, retail, volunteering and community fundraising departments.

External:

- Contact with local and regional editors and journalists.
- Co-ordination of contact with celebrities/VIPs, when necessary, to support media work.
- Liaison with external agencies, partners and organisations as appropriate.

Job Purpose:

To work collaboratively within the media team, other departments and localities to promote the work of Barnardo's across Northern Ireland, including to generate positive media coverage to support our core children's services delivery; fundraising, retail, and commercial activity; and policy and influencing messaging to help deliver the national media strategy.

To work with the Regions and Nations Media and Communications Manager to

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develop and implement an integrated media communications strategy, using a range of communications channels including regional/local media, online, social media and video.

To deliver high quality proactive and reactive communications to promote and protect the profile and reputation of Barnardo's, working closely with locality leads and the regional directors.

Act as 'business partner' to three assigned regions delivering Barnardo's services by developing an overview and understanding of each area's key priorities.

Key Responsibilities:

General

- Secure positive coverage on broadcast, print and online media outlets within these regions.
- Actively contribute to the promotion of Barnardo's work and its profile.
- Maintain close working relationships with the national media team to promote Barnardo's policy, campaign and fundraising work through media.
- Work in partnership with other media and communications leads in the regions and nations team to ensure media support is available throughout the year.
- Provide media and PR communications support Barnardo's Northern Ireland in line with the overall approach set by national leads including: acting as brand guardian.
- Support internal communications where necessary.
- Advise Northern Ireland leads on maintaining an appropriate social media/online presence.
- Take a creative and innovative approach to communications, actively considering all channels when story planning, particularly online.

Media Relations

- Work with media colleagues, other teams and localities staff to co-ordinate media messages.
- Develop and maintain relationships with local/regional key journalists to create a positive image and raise awareness of Barnardo's.
- Media train spokespeople within the regions where appropriate.
- Participate in the out of hours duty and morning report rota.

Case Studies

- Actively gather case studies across strategic priority areas with a focus on ensuring usability in multiple formats (e.g. written, broadcast, video, audio).

Reputation Management

- Advise and support non-media colleagues on difficult and contentious issues.
- Write media statements to use reactively as appropriate.
- Use the media team's reputation management process to prepare for potentially critical or damaging news stories.
- Ensure children's services, fundraising and retail staff are aware of the reputation management process, via their respective Senior Management Teams.

Monitoring and evaluation

- Evaluate announcements and launches by producing reports that highlight the coverage achieved and targets met when required.
- Contribute to the media teams' monitoring and evaluation systems, reviewing media coverage in the regions/devolved nations on a quarterly basis.

Key Activities:

Media Relations:

- Draft media releases, statements, letter to the editors and other articles for publication to support Barnardo's key campaigns and strategic priorities.
- Contribute to social media and digital opportunities – such as video – to promote news stories, campaigns and events.
- Deliver an efficient press office, responding to journalist enquiries and requests in a timely, precise and appropriate manner, participating in a regions and nations media team rota system to support the flow of reactive media enquiries.
- Establish contact with and maintain strong relationships with journalists, researchers and programme makers at all levels of the media, identifying areas of mutual interest and actively selling-in the media potential of Barnardo's work.
- Recognise situations which may have a damaging effect on the organisation and take the relevant steps to protect its reputation, in consultation with the Regions and Nations Media and Communications Manager.
- Enhance Barnardo's reputation after negative publicity.
- Identify and develop media spokespeople across a range of specialisms within the region.
- Draft media plans, statements, timelines and key messages for assigned areas of work, to target agreed key audiences.
- Complete evaluation reports for projects and campaigns as required.
- Participate in the media team's out-of-hours duty rota and morning report system.

Case Studies:

- Create content for different channels across Barnardo's such as written stories and case studies, identify content for video/audio interviews.
- Keep all case study information saved, up to date and accurate.
- Work with the digital communications team to ensure press releases and associated messaging are reflected on the website and in social media channels as appropriate (e.g. Twitter, Facebook).

Stakeholders:

- Establish and maintain relationships with key Barnardo's spokespeople, policy, campaigns, retail and fundraising, regional directors, assistant directors and children's services managers within relevant Barnardo's services within the relevant English regions.
- Provide advice and guidance to staff and volunteers on media and reputational management issues.
- Support and advise staff and service users during media interviews, ensuring they are supported in person during broadcast interviews when availability

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allows.

- Contribute information, story ideas and expertise for internal communications, to promote the English regions/devolved nations work to staff across the UK.

General:

- Complete agreed programmes of work, meeting individual objectives, targets, deadlines and standards of performance agreed with and assessed by the Regions and Nations media team manager.
- Take lead responsibility for special projects as designated by the Regions and Nations media team manager.
- Contribute to and attend team meetings, planning days, etc.
- Complete other tasks and assume other duties as required to fulfil the purpose of the role.
- Actively work with the Regions and Nations media team manager to ensure there is adequate cover of the role when absence is planned.

This Job Description and Person Specification reflect the duties of the post as they exist at this time and may be subject to changed based on the needs of the Department Programme. The post-holder may be required to undertake other duties commensurate with the salary and competence requirements of this post from time to time as required.

Pre-employment checks will be required for the role.

Additional Requirements

This role requires the postholder to work as Media and Communications Lead to Barnardo's Northern Ireland.

In order the fulfil that role, the following is essential:

Job purpose

External contacts:

- Contact with local and regional editors and journalists, specifically in Northern Ireland
- To work collaboratively within the media team and other departments to promote the work of Barnardo's across Northern Ireland, including to generate coverage to support our core children's services delivery; fundraising, retail, volunteering and commercial activity; and policy and influencing messaging to help deliver the national media strategy.

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·Act as Media and Communications Lead to Barnardo's Northern Ireland by developing an overview and understanding of the key priorities.

Person Specification

Education/Knowledge:

·Knowledge, experience and understanding of issues affecting children and young people in the UK– essential

·Relationships with regional and local press outlets– highly desirable



PERSON SPECIFICATION

All criteria are essential unless indicated as desirable (D).

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(Media Team, Regions and Nations (R/N))

Education/Knowledge

- Knowledge of the media and proven success in achieving positive coverage in a range of relevant media.
- Technical or professional knowledge of principles, procedures, methods and techniques of proactive and reactive media work.
- Awareness of the importance of accuracy: quality control and excellent service for internal and external audiences.

Experience of working

- In a high profile, fast-paced media team, press office or public relations function.
- As a print or broadcast journalist. (D)
- In a child-focused organisation and/or voluntary sector. (D)
- In communications for an organisation across the UK. (D)

Skills/Abilities

- Proven ability to handle sensitive, confidential issues.
- Excellent oral and written communications skills.
- Familiarity with a range of IT systems.
- A clear and in-depth understanding of social media.
- Strong writing skills for the web.
- Able to use social media channels and contribute to social content across a variety of platforms.
- Able to combine off and online methods of contacts to build relationships and contacts with relevant print, broadcast and online journalists (e.g. communicating with journalists via Twitter).

Circumstances

- Prepared to work unsociable hours and must be able to participate in the out of hours duty rota and morning report system
- Able to travel across the UK at short notice and to stay away from home
- A full driving licence and, preferably, own vehicle

Competencies

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You must be able to demonstrate your experience of and ability to work to the following competencies:

Team Working: Working collaboratively and sharing information within and across Barnardo's to contribute to the effective delivery of Barnardo's services. Building and maintaining good working relationships with colleagues to foster team spirit, commitment, and the achievement of shared goals.

Communications Channels: Enthusiasm for new opportunities presented by blogging and social media and a good knowledge of social media monitoring tools. The ability to keep up with the adoption of digital tools and behaviours from publishers and journalists as well as the public.

Knowledge: Having the right professional and technical qualifications for the job – continually updating and expanding skill base and selecting and applying what is required.

Impact and Influence: Demonstrating the ability to achieve individual and organisational objectives and targets through the use of effective negotiating and influencing techniques. Intent to persuade, convince and influence others in internal or external environments in order to get support for Barnardo's desired agenda. External environments may include media, politicians, local authorities, corporate clients and professional bodies.

Organisational awareness: Understanding and learning the 'power' relationships both within the organisation and in other organisations. Identifying who are the real decision-makers and the individuals who can influence them and to predict how new events or situations will affect individuals and groups within the organisation. Considering 'who needs to know', level of urgency and the most appropriate communication channels.

Professional/Business Initiative: While always referring to Regions and Nations Media and Communications Manager/Senior Media Manager showing the independence and self-reliance to explore new avenues and approaches in response to, or anticipating the needs of situations without being asked. Thinking ahead of the present to act on future needs and opportunities.

Concern for Accuracy: Acting to minimise errors and inaccuracies, maintaining high standards of accuracy and correctness in dealing with information and data. Adopting an orderly and precise approach to work paying careful attention to following standard procedures and ways of working

Barnardo's Basis and Values, and Equality, Diversity & Inclusion (EDI) Code of Conduct

Actively demonstrate Barnardo's Basis and Values and EDI Code of Conduct in all areas of work:

- Respecting the unique worth of every person
- Encouraging people to fulfil their potential
- Working with hope
- Exercising responsible stewardship

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To be completed by the People Team / Pay and Reward Team

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Job Family	Enabling Services
Job Type	Established Professional
Compensation Region	Rest of UK
Job Function (NI only)	

Additional Requirements

This role requires the postholder to work as Media Lead in Northern Ireland.

In order to fulfil that role, the following is essential:

Job purpose

External contacts:

- Contact with local, regional & four nations' editors and journalists, specifically in Northern Ireland

- To work collaboratively within the media team and other departments to promote the work of Barnardo's across the UK Devolved Nations and English Regions – specifically in Northern Ireland - including to generate coverage to support our core children's services delivery; fundraising, retail, volunteering and commercial activity; and policy and influencing messaging to help deliver the national media strategy.

- Act as Media Lead in Barnardo's Northern Ireland by developing an overview and understanding of the nations'/ regions' key priorities

Person Specification

Education/Knowledge:

- Knowledge, experience and understanding of issues affecting Northern Ireland – essential

- Relationships with Northern Ireland journalists and press outlets – highly desirable

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