



Senior Media Engagement Officer - job description

Grade		D
Type of contract		Permanent
Directorate		External Relations
Team		Media
Reports to		Head of Media & PR
Responsible for		N/A
Location		Flexible - likely to be hybrid mix of homeworking and time in Stratford/Cardiff office,
Hours		35hrs p/w

Purpose of the job and scope of the job Key Responsibilities

Purpose of the job

The Senior Media Engagement Officer is part of Mind's Media team and is responsible for implementing key aspects of the charity's media strategy. The Senior Media Engagement Officer engages the media to improve media portrayals of mental health issues including leading Mind's Media Advisory Service. The Senior Media Engagement Officer will also when available support colleagues in the News team.

As Senior Media Engagement Officer you will be a part of the Mind Media team and report directly to the Head of Media. The Media team sits within Mind's External Relations department bringing together all Mind's campaigning, policy, communications, digital, information and legal work.

Scope of the job



As the operational lead of the Media Advisory Service, you will advise soaps, dramas and documentaries on how to portray mental health issues accurately and sensitively, and develop relationships with the media and case studies with the aim of proactively influencing those portrayals. You will also develop opportunities to promote Mind's media advisory service. You will play a crucial role in planning and managing further media engagement and events.

You will also support Mind's busy reactive news team handling enquiries from journalists and responding to breaking news, from writing comments to preparing spokespeople for interview. This may involve some out of hours work including providing an effective on-call service. There will be occasional travel across England and Wales.

This role works with other teams across Mind, Mind Cymru, our network of local Minds and Mind shops as well as colleagues working on our Time to Change campaign.

Mind aims to ensure that the needs and interests of mental health service users, women and black and minority ethnic communities, disabled people and lesbians, gay men, bisexuals, transgender and those experiencing the challenges of poverty and children and young people as well as those of all ages are reflected in all its activities. You will be expected to contribute to this aim.

Key responsibilities

1. As the lead for the Media Advisory Service, providing expert advice to researchers and producers at soaps, dramas and documentaries on how to portray mental health issues positively and accurately. Alongside offering script advice this will also include the drafting of media guidelines for better depiction of mental health and updating and building upon them in the future.
2. Working with the Head of Media and PR you will lead and implement media strategies to promote the work of the Media Advisory Service.
3. Writing press releases, blogs and corporate content about the Mind Media Advisory Service as required.
4. Developing and maintaining the Media Advisory Service section of the Mind website.



5. Sourcing, developing and managing relationships with case studies who can take part in Media Advisory workshops and undertake PR opportunities related to storylines Mind has advised on.
6. Organising media interviews as required with Mind's Chief Executive, Directors, and other Mind spokespeople and service users, providing them with full pre-interview briefings.
7. Coordinating and delivering media advice workshops and supporting the planning and deliver of larger scale media engagement under the Mind Advisory Service umbrella as required.
8. Building relationships with selected mental health and media industry stakeholders, broadcast researchers and producers, and journalists related to promoting the Media Advisory Service and positive portrayals of mental health in the media.
9. Contributing to the development of the Media Engagement strategy, including undertaking desk-based research into potential media partnership opportunities and contacts.
10. Supporting the Head of Media operationally in challenging stigma in the media. This includes for example drafting private letters, statements, social media posts.
11. Undertaking administrative tasks related to the smooth running of the Media Advisory Service, such as raising POs and booking transport.
12. Support the reactive news desk, responding to enquiries and support the media team with other work as necessary.

Expectations

All members of staff at Mind are expected to embody our mission, values and competencies. This includes an expectation that they will:

1. To attend and contribute to meetings, training, and other events as required.
2. To attend and contribute to the supervision and appraisal process.
3. To ensure that all responsibilities and activities within this post are in accordance with the terms and spirit of Mind's policies.
4. To occasionally travel to meetings in England and Wales, which may require the need to work unsociable hours e.g. attending evening or weekend meetings or for overnight stay.



5. To adhere to relevant legal and statutory requirements including the Data Protection Act and the Health and Safety at Work Act.
6. To use Mind's resources responsibly.
7. To contribute to making Mind a Greener workplace.
8. The nature of the post will require flexibility in undertaking the role.

Person specification

Essential criteria

Experience:

1. Experience of media relations in a press office or in a commercial PR setting responding to media enquiries and promoting stories to the media.
2. Experience of working as part of a team to organise events, including leading logistics and project managing specific elements.
3. Experience of writing for a range of audiences, including writing press releases, preparing briefings, and writing corporate content such as blogs and promotional material.
4. Experience of working with cases studies, including building relationships, writing up stories, liaising with the media to place them and sourcing new case studies.
5. Experience of developing and maintaining relationships with a range of stakeholders, including journalists or drama/documentary makers, industry stakeholders and event attendees.
6. Experience of word processing packages and organising targeted press mail-outs and marketing emails, using media database and digital marketing systems.

Skills:



1. Outstanding written communication skills with proven high standard of written English, and the ability to prepare accurate, targeted material for journalists, and internal documents.
2. Outstanding oral communication skills, and the ability to develop and maintain effective working relationships with groups and individuals with differing perspectives and agendas. In this post this might include journalists, people with mental health problems, corporate supporters or expert colleagues.
3. Exceptional judgement and research and analytical skills and experience of applying these in a fast-moving environment.
4. Proven ability to take responsibility for tasks, to work independently with minimal supervision and show initiative.
5. Well-developed prioritising skills, and the ability to work to tight media and internal deadlines.

Knowledge:

1. Empathy with Mind's aims and values, including an understanding of and commitment to equality and diversity.
2. Excellent knowledge and understanding of media and PR.
3. Good IT skills and experience of using Office programmes, including Outlook, Word, Excel and PowerPoint.

Desirable criteria

1. Voluntary sector experience (in-house or working on a charity account).
2. Knowledge of current mental health issues, and issues affecting media behaviour.
3. Some contacts among key dramas, documentary makers or soaps, along with TV journalists.
4. Good presentation skills.
5. Direct or indirect experience of mental health problems.