



# Media Relations Manager (PR & Media Vols) - job description

<b>Grade</b>	E
<b>Type of contract</b>	Permanent
<b>Directorate</b>	External Relations
<b>Team</b>	Media
<b>Reports to</b>	Head of Media & PR
<b>Responsible for</b>	One Senior Media Officers and an Assistant Media Officer
<b>Location</b>	Flexible - likely to be hybrid mix of homeworking and time in Stratford/Cardiff office,
<b>Hours</b>	35hrs p/w

## Purpose of the job and scope of the job Key Responsibilities

### **Purpose of the job**

We're Mind, the mental health charity. We won't give up until everyone experiencing a mental health problem gets support and respect. We provide advice and support to empower anybody experiencing a mental health problem and we campaign to improve services, raise awareness and promote understanding.

As Media Relations Manager (PR & Media Volunteers) you will have operational responsibility and accountability for delivering media strategies for the charity's fundraising activities, appeals and awareness campaigns. You will establish high profile media partnerships and maintain contacts with journalists from across the media spectrum with the aim of raising Mind's profile, increasing awareness of mental health issues and helping to boost donations to the charity. You will also



act as the strategic lead, alongside the Head of Media & PR, for our work with media volunteers across the Media team.

### **Scope of the job**

This role sits within the Media team in Mind's External Relations department. Reporting to the Head of Media, you will line manage the Senior Media Officer and Assistant Media Officer overseeing their professional development.

You will have a considerable level of operational responsibility with overall responsibility for effectively delivering media and PR activity to support Mind's Fundraising departments.

You will be responsible for developing impactful media campaigns that tell Mind's story, demonstrate Mind's impact and promote income generation. You will publicise Mind's bespoke fundraising initiatives such as Crafternoon as well as the charity's participation in established events such as the Virgin Money London Marathon and Three Peaks. You will showcase how the money raised by our inspirational donors directly supports people with mental health problems.

You will work closely with corporate partners and other stakeholder partners (e.g. Trusts, statutory funders and charity collaborators such as the Heads Together campaign) who generously support Mind's work, devising joint media strategies that explain and promote these relationships. You will also contribute to pitches for new corporate partnerships, bringing your media and PR expertise to the process.

You will oversee the promotion of Mind's new Workplace Wellbeing Index which is a benchmark of mentally healthy workplaces. You will support the ranked employers to publicly celebrate the good work they're doing to promote staff mental wellbeing.

You will work closely with colleagues across Mind, particularly Public Fundraising, Partnerships, Workplace Wellbeing, Communications & Marketing, Digital and the Celebrities & Ambassadors Manager.

You will also be our strategic lead for our work supporting and liaising with Media Volunteers, people with experience of mental health problems who are happy to share their stories in the media to promote mental health and the work of Mind. Media Volunteers are essential to the success of our campaigns and news stories



and you will be instrumental in auditing, researching and growing the number and diversity of our media volunteer network and empowering more people to speak out.

You will play a key role in protecting Mind's brand in the media and will work alongside the Head of Media on any reputational risk or crisis management issues.

You will be required to deputise for the Head of Media and the job will involve some out of hours work including providing an effective on-call service for the media team about one week in six. There will also be occasional travel across England and Wales a few times a year.

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

### **Key responsibilities**

1. To work closely with the Head of Media in developing and delivering an effective overarching media strategy for Mind, in line with Mind's broader corporate strategy.
2. To develop, manage and evaluate media strategies to support Mind's major fundraising and awareness campaigns working in an integrated way with project leads and teams across the charity.
3. To manage your direct reports and ensure staff have the necessary knowledge and skills to undertake their role effectively and are line managed in accordance with Mind's values, competencies, policies and procedures including supervision and appraisal.
4. To provide expert counsel to teams across Mind, particularly Public Fundraising, Partnerships and Workplace Wellbeing, providing advice on setting media objectives, identifying audiences, developing messaging and PR tactics to ensure the most effective approach.
5. To develop, manage and evaluate our media volunteer strategy with a particular emphasis to responding to Mind's strategic challenge areas with better representation from communities Mind has historically struggled to appeal to.
6. To ensure that our media volunteers cohort is aligned with our work across all Media teams with a particular focus on the PR team and how their lived experience can better support the work of the fundraising team.
7. To prioritise and manage internal and external stakeholder requests for media and PR support on projects, setting expectations and negotiating as necessary.
8. To work with the Head of Media and management peers in the team to jointly plan and organise the work of the department, identifying and resolving operational issues and taking responsibility for the team's performance.



9. To provide a professional service to journalists by taking the lead in co-ordinating Mind's response to media enquiries and supporting and signing off statements and briefings developed by media officers in your team.
10. To cultivate new and nurture existing journalist contacts and to proactively secure media partnerships, building Mind's credibility and establishing effective working relationships with journalists across the media spectrum.
11. To manage relationships with the PR and Communications teams and PR agencies appointed by our corporate and charity partners, working together to agree joint media strategies.
12. To participate in pitches for new corporate partnerships, bringing your media and PR expertise to the process.
13. To be proactive in monitoring current events and trends in the areas of mental health, the third sector and PR and to use this intelligence to Mind's advantage, developing contacts and spotting potential media opportunities which you can exploit.
14. To research, write and distribute press releases to national, regional, local and trade media, and to co-ordinate and oversee press launches, photo-calls and visits to see Mind's work in action (liaising with outside suppliers and agencies when necessary).
15. To manage a crisis PR support service, alongside the Head of Media and management peers in the team, and to manage any adverse publicity that could have a significant negative impact on the reputation of Mind and to devise media strategies to respond to potentially damaging stories, provide advice to senior staff and prepare press statements as necessary.
16. To advise and brief senior Mind staff including our Chief Executive and Directors for media interviews.
17. To ensure that the media team involves people with direct experience of mental health problems from a full range of diverse backgrounds and that appropriate advice and support is given to people involved with Mind's media work.
18. To undertake media interviews as a Mind spokesperson and to represent Mind's media function at external events and meetings.
19. To monitor, evaluate and report on the impact of media and PR strategies on both public awareness and income targets.
20. To assist the Head of Media in drawing up and managing the budget for the Media team and overseeing budgets for your specific media campaigns.
21. To prepare papers for and present to Mind committees and internal forums as necessary.
22. To deputise for the Head of Media when necessary.
23. To undertake other duties that may from time to time be necessary, that are compatible with the nature and grade of this post.

## 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. Significant experience of working in an in house media team or at a PR agency.
2. Demonstrable and relevant experience of taking the lead in devising, planning, implementing, reviewing and evaluating media strategies.
3. Evidence of a strong news sense, with a proven track record of successfully developing media stories from scratch, working on high profile stories and dealing with complex enquiries from journalists.
4. Demonstrable experience of responding effectively to crisis media stories that present reputational risk.
5. Demonstrable line management experience including supporting and developing staff.
6. Experience of preparing and briefing senior spokespeople (e.g. Chief Executive, Directors and local groups) and service users (i.e. someone with personal experience) for media interviews.
7. Knowledge and experience of using social media as part of media and PR campaigns.
8. Experience of monitoring and evaluating the quality and impact of media campaigns.
9. Experience of managing budgets including forecasting, setting, monitoring and reporting.
10. Experience of managing media volunteers including stewardship, safeguarding and data protection.



## **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 colleagues.
3. Exceptional judgement and analytical skills and experience of applying these in a fast-moving environment.
4. Proven ability to take responsibility for tasks, and use own initiative when their manager is unavailable.
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. Knowledge and understanding of mental health issues and mental health policy in England and Wales
2. Knowledge and understanding of the third sector and the current fundraising environment.
3. Previous experience working in the third sector, either in a similar capacity at another charity or through CSR partnership work with a charity.
4. Direct or indirect experience of mental health problems.