



# Media Officer

## Job description

<b>Grade</b>	C
<b>Type of contract</b>	Permanent, full time
<b>Directorate</b>	Media Relations Manager
<b>Team</b>	Media Team
<b>Reports to</b>	Media Relations Manager
<b>Responsible for</b>	N/A
<b>Location</b>	Flexible - likely to be hybrid mix of homeworking and time in Stratford (E20) office
<b>Hours</b>	35hrs p/w

### About the role

The Media Officer is part of Mind's Media team and is responsible for implementing key aspects of the charity's media strategy and raising the profile of national Mind and its campaigns. The Media Officer prepares responses to media enquiries and builds contacts with journalists across national, local, trade and consumer media with the aim of raising Mind's profile, promoting Mind's work and improving media portrayals of mental health issues.

As Media Officer you will be a part of Mind's Media team reporting to the Media Relations Manager (News). The Media team sits within Mind's External Relations department bringing together all Mind's campaigning, policy, communications, digital, information and legal work.

You will help devise and implement media plans for organisational campaigning, policy and profile-raising priorities. You will also handle reactive enquires, support the local Mind network with media work and organise media training and practice for Mind spokespeople.

The job will involve some out-of-hours work including providing an effective on-call service for the media about one week in ten. There will also be occasional travel across England and Wales a few times a year.

This role works with other teams across Mind, Mind Cymru and our network of local Minds.



## Key Responsibilities

1. Provide an effective service to journalists by responding to enquiries and providing information, as a core member of the media team.
2. Support with devising and implementing media strategies for local and national Mind campaigns, particularly in relation to our work on benefits and poverty.
3. Work alongside Mind's policy team to develop media responses to major Government announcements and high profile policy issues, producing press releases and quotes and briefing/advising our spokespeople, including the Chief Executive, Directors and relevant Mind staff.
4. Organise media interviews as required with Mind's Chief Executive, Directors, and other Mind spokespeople and service users, providing them with full pre-interview briefings.
5. Research, write and distribute press releases to local, regional and national media to secure media coverage for media relations priorities and specific Mind campaigns.
6. Provide a crisis PR service to local Minds, particularly those in the North of England, design media plans to manage potentially damaging stories, give advice and prepare press statements and Q&As as necessary.
7. Make sure the Media team involves people with direct experience of mental distress from a full range of diverse backgrounds and that appropriate advice and support is given to service users involved with Mind's media work
8. Represent Mind's media function, alongside - or instead of - Mind's Senior Media Officers, and on occasion deputise for the Media Relations Manager, at internal and external events and meetings
9. Create and maintain contacts with national, regional, trade and consumer journalists
10. Coordinate targeted media mailings
11. Organise press events, such as press launches and photocalls. Liaise with outside suppliers and agencies.



## Expectations

We are committed to becoming actively anti-racist in everything we do. This is a critical priority for Mind. We embrace diversity and understand that being an inclusive organisation, recognising different perspectives, will enable us to provide excellent services. We are committed to ensuring all our employees are treated fairly and equitably at work and promoting equity in physical and mental health for all.

Role expectations:

- Develop a positive understanding of relationships with key stakeholders, especially people with direct experience of mental health problems.
- High level of energy, commitment and creativity.
- As part of providing an effective out-of-hours service for the media there are likely to be several periods of intense out-of-hours activity throughout the year.
- Undertake other duties that may from time to time be necessary, and that are compatible with the nature and grade of this post.
- Contribute towards helping us reach our key strategic priorities, raising awareness of and helping us tackle the injustices faced by people with mental health problems, especially children and young people, people of colour and people living in poverty.
- Keep abreast of internal and external developments and respond accordingly.
- To attend and contribute to supervision and appraisal process, meetings, training, and other events as required.
- To adhere to relevant legal and statutory requirements including the Data Protection Act (ensuring an appropriate level of confidentiality at all times), Health and Safety at Work Act (ensuring H&S of own and others at all times) and any other relevant/charity law.

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

- Show passion for what Mind does and the changes that we are making for people with mental health problems.
- Work collaboratively across teams, departments, locations and organisations.
- Stand up for what they believe is best and trust in themselves and each other.
- Be open to others and ourselves and show a commitment to learning.
- Be open to change and respond flexibly and quickly to the changing world.



- Demonstrate organisational awareness and see the bigger picture while working towards objectives.
- Communicate effectively, ensuring their messages are understood and that they strive to understand others.
- Value diversity and treat others with respect, showing sensitivity towards differences, promoting and encouraging diversity, and building on people's different skills and talents to enhance the quality of their own and other's work.
- Take responsibility for their decisions.
- Attend and contribute to Mind staff training and any other training identified as appropriate for the post.
- Occasionally travel to meetings in England and Wales and/or work unsociable hours, which may require the need for an overnight stay, evening and weekend work.
- Make sure all responsibilities and activities within their post are consistent with the terms and spirit of Mind's mission, vision, values, policies and procedures.
- Adhere to relevant legal and statutory requirements including the Data Protection Act, Health and Safety at Work Act and relevant charity law.
- To be prepared to work flexibly (e.g. hot-desking, home-enabled working) according to business need
- Maintain an appropriate level of confidentiality at all times.
- Contribute to making Mind a greener workplace.

## Person specification

### Essential criteria

1. Experience of media relations in a press office or in a commercial PR setting actively promoting stories to the media.
2. Proven success at implementing media strategies and securing target levels of coverage in national and regional media.
3. Experience of writing press releases, and the proven ability to write material successfully targeted at a variety of media outlets.
4. Strong news sense and knowledge of the needs of national and regional media.



5. Experience of word processing packages and organising targeted press mail-outs using a media database system.
6. Ability to work proactively using own initiative, and to work flexibly as part of a team.
7. Ability to create and maintain a network of media contacts.
8. A proven high standard of written English, and demonstrable oral communication and interpersonal skills.
9. Well-developed prioritising skills, and the ability to work to tight media and internal deadlines.
10. Demonstrable understanding of, and commitment to, Mind's key strategic priorities and audiences including children and young people, people of colour and people from other minority ethnic groups and people living in poverty.

## **Desirable criteria**

1. Voluntary sector experience (in-house or working on a charity account)
2. Knowledge of current mental health issues, and UK Government policy.
3. Contacts with key national health and social affairs journalists and producers.
4. Direct or indirect experience of mental health problems.