



Job description

Job title	Assistant Media Officer
Department	Media Team, External Relations Department
Responsible to	Media Relations Manager (Fundraising)
Remit of post covers	England
Salary	Grade B of Mind's salary scales
Hours	35 hours per week
Based at	Stratford, London
Length of contract	Fixed term March 2021

Purpose of 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.

Mind employs over 200 staff and we have a team of volunteers. Our staff are mainly based in Stratford, East London. We also have staff based in Cardiff, Manchester and a number of dispersed staff working across England and Wales.

You will be part of Mind's Media team, responsible for implementing key aspects of the charity's media strategy, raising the profile of Mind and its campaigns and improving portrayals of mental health issues in the media. You will respond to enquiries coming into the busy press office from journalists across national, local, trade and consumer media and provide administrative support to the Media team and look after Mind's database of media volunteers to support them in sharing their own experiences in the media

Scope of the job

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

You will be a core member of the Media team with the opportunity to support all aspects of Mind's fundraising and campaigning media activities. There will be opportunities to attend relevant events and to develop your PR skills in writing and distributing press releases and statements.

In this role you will be responsible for the Media team's administrative needs, including daily monitoring of media coverage, forward planning and quarterly evaluation to demonstrate the impact of the team's work. You will respond to reactive enquiries and will assist with pitching stories to the media when required.

You will also be responsible for recruiting new media volunteers and managing existing relationships with Mind's network of media case studies, people who are keen to share their own stories in the

media to help raise awareness about mental health problems.

You will work with other teams across Mind, Mind Cymru, our network of over 140 local Minds and Mind shops, as well as colleagues working on our anti-stigma campaign Time to Change.

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

Key Responsibilities

1. Assisting the media team in placing proactive media stories both nationally and locally as required and responding to journalist enquiries and providing information.
2. Identifying proactive and reactive media opportunities by monitoring and clipping articles from national newspapers on a daily basis, and informing colleagues through production and distribution of daily news bulletins.
3. Researching and gathering information on external news events, policy developments, campaigns, Government announcements and voluntary sector initiatives, and providing regular reports/planning diaries to Media Officers and other personnel for the purpose of future Mind-led media work.
4. Working with the Information Unit to source relevant facts and figures to respond to media queries.
5. Providing cover for Media Office phones, logging enquiries and informing Media Officers as and when necessary.
6. Maintaining a database of media case studies and on occasion recruiting new media case studies, particularly people with mental health problems whose experiences reflect the issues highlighted by Mind's campaigning priorities.
7. Advising media case studies on undertaking media interviews ensuring that they are adequately supported both pre and post media interviews.
8. Writing and distributing Mind's e-bulletin, which goes out to media volunteers every six weeks.
9. Supporting the Head of Media with monitoring and evaluating the impact of Mind's media work. Monitoring and reporting on the teams' engagement of people with lived experience in this work.
10. Managing Mind's media subscriptions and acting as primary contact with key suppliers for the team (for example the journalist database or clippings service).

Expectations:

1. Attend and contribute to appropriate internal meetings, working groups, training, supervision and the appraisal process.
2. Develop a positive understanding of relationships with key stakeholders, especially people with direct experience of mental health problems.
3. High level of enthusiasm, commitment and creativity.
4. Ensure all responsibilities and activities discharged within the post are consistent with the terms and spirit of Mind's Equal Opportunities policy.
5. As part of providing an effective service for the media there are likely to be several periods of intense out-of-hours activity throughout the year.
6. Undertake other duties that may from time to time be necessary, and that are compatible with the nature and grade of this post.
7. Contribute towards making Mind a greener workplace.

Person specification: Assistant Media Officer

Essential criteria

1. Relevant experience of working, volunteering or completing an internship in a media team environment or commercial PR setting
2. A demonstrable interest in current affairs and knowledge of UK media.
3. Experience of carrying out general office duties such as typing, database maintenance, minute taking and managing email correspondence.
4. A proven high standard of written English, and demonstrable oral communication and interpersonal skills.
5. Ability to work proactively on own initiative, and to work flexibly as part of a team.
6. Well-developed prioritising skills and the ability to work to tight external and internal deadlines.
7. Familiarity and confidence in using computer software, such as Outlook, Microsoft Office applications and web applications to fulfil administrative tasks, including experience of maintaining databases and spreadsheets.
8. Understanding of, and commitment to, Mind's Equal Opportunities Policy.
9. Demonstrable commitment to Mind's mission and values, and an understanding of Mind's work.

Desirable criteria

1. Voluntary sector experience (in-house or working on a charity account).
2. Knowledge of current mental health issues, and government policy.
3. Direct or indirect experience of mental health problems.