



Assistant Media Officer

Job description

Grade	B
Type of contract	Fixed Term until 31 March 2022
Directorate	External Relations
Team	Media
Reports to	Media Relations Manager, PR and Media Volunteers
Responsible for	n/a
Location	Hybrid mix of homeworking and time in our Stratford office
Hours	35hrs p/w

About the role

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. You will support the Media Relations Manager to deliver the media plan for Mind's network of charity shops.

As Assistant Media Officer, you will be a part of the Mind Media team and report to the Media Relations Manager for PR and Media Volunteers. 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 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.



Key Responsibilities

1. With the support of the Media Relations Manager, deliver PR to promote Mind's network of charity shops, helping to increase sales and donations and drive sign ups of volunteers, for example by issuing press releases and photocall notices.
2. Support the media team to provide a reactive news service, for instance by managing the media inbox and phone line, handling enquires from journalists and issuing statements and coordinating interviews where necessary.
3. Assist the media team in placing proactive media stories both nationally and locally as required.
4. Help the team to provide media support to the fundraising teams, contributing to an increase in profile for Mind's fundraising activities and an increase in donations.
5. Provide administrative support and contribute to the day-to-day running of the media team to aid the delivery of the overall media strategy, for instance by managing subscriptions and coordinating team meetings
6. 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.
7. Support people with lived experiences to share their story with the media.

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:

- 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.
- Ensure that 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. 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. A proven high standard of written English, and demonstrable oral communication and interpersonal skills.
4. Well-developed prioritising skills and the ability to work to tight external and internal deadlines, using your own initiative when necessary
5. 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.

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.