



Senior Media Officer - job description

Grade	D
Type of contract	Permanent
Directorate	External Relations
Team	Media
Reports to	Media Relations Manager (News)
Responsible for	N/A (No line management responsibilities)
Location	Flexible - likely to be hybrid mix of homeworking and time in Stratford office
Hours	35hrs p/w

Purpose of the job and scope 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.

The purpose of this job is to contribute to the delivery of Mind's media strategy by coordinating Mind's response to media enquiries, developing media strategies for major campaigns and issues such as housing, benefits and workplace wellbeing. This includes securing target levels of media coverage and building and maintaining contacts with journalists across national, local and trade media with the aim of raising Mind's profile, promoting Mind's work and improving media portrayals and public perceptions of mental health issues.

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

You will devise and implement media strategies for organisational campaigning, policy and profile-raising priorities. You will also handle reactive enquires on the



news desk, provide media support to our network of local Minds and shops and organise media training and practice for Mind spokespeople.

On occasion, you may be required to deputise for the Media Relations Manager, and 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 may 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. To provide an effective service to media professionals including journalists and producers by coordinating Mind's response to media enquiries and assisting and advising other media team staff when handling media enquiries.
2. To cultivate new and nurture existing media contacts, building Mind's credibility and establishing effective working relationships with journalists across the media.
3. To devise and implement media strategies to support Mind's campaigns, working in an integrated way with programme leads across the charity to identify and maximise key opportunities to use the media as a vehicle to influence policy and decision making.
4. To work alongside Mind's policy and campaigns team to develop media responses to major Government announcements and high-profile policy issues, producing press releases and quotes and briefing/advising spokespeople including the Chief Executive, Directors and relevant Mind staff.
5. To support the crisis PR support service to manage any adverse publicity that could pose a significant reputational risk to Mind.
6. To make sure 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.
7. To arrange formal media training for key Mind staff and organise media interviews as required with Mind's Chief Executive, Directors, other Mind spokespeople and service users, providing them with full pre and post-interview briefings.
8. To undertake media interviews as a Mind spokesperson when required.
9. To provide advice to national Mind staff, local Minds, shops and other relevant individuals and organisations on how to maximise media opportunities.



10. To represent and promote Mind's media function at external events and meetings when required.
11. To work in partnership with other organisations to develop joint media responses on Mind's coalition work.

Expectations

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

Person specification

Essential criteria

Experience:

1. Significant experience working as a media officer, or a senior PR executive actively promoting stories to the media and dealing with enquiries from journalists.



2. Proven success at devising, implementing and evaluating media strategies for proactive campaigns that involves delegating work to other team members and securing target levels of coverage in national and regional media.
3. Experience of taking the lead in responding to the media about high profile issues and some experience of handling and responding effectively to crisis media stories.
4. A proven high standard of written English, and the ability to prepare accurate material for journalists, agents and internal documents.
5. Highly developed oral communication skills, and the ability to interact with a diverse range of people. In this post this would include national, regional and trade journalists, service users and providers, Mind staff and volunteers at the national office and local Minds.
6. Strong news sense and a good knowledge of the needs of national and regional media.
7. Experience of preparing spokespeople (e.g. Chief Executive, Directors and local groups) and service users (i.e. someone with personal experience) for media interviews.
8. Proven ability to take responsibility for tasks, and use own initiative when their manager is unavailable.
9. Well developed prioritising skills, and the ability to work to tight media and internal deadlines.
10. Exceptional judgement and analytical skills and experience of applying these in a fast-moving environment.
11. Experience of word processing packages and organising targeted press mail-outs using a media database system.
12. Willingness and ability to travel in England and Wales and to provide out-of-hours cover for media enquiries.
13. Empathy with Mind's aims and values, including an understanding of and commitment to our equal opportunity policy and ambition to become an anti-racist organisation.

Skills:

1. A consummate networker with established contacts within the media industry and talent agencies.



2. Outstanding written and oral communication skills, and the ability to interact with a diverse range of people. In this post this would include celebrities, agents, journalists, service users and providers, Mind staff and volunteers.
3. Excellent relationship management skills with the proven ability to motivate celebrities and colleagues.
4. Exceptional judgement and analytical skills and experience of applying these in a fast-moving environment.
5. Proven ability to take responsibility for tasks and act on own initiative particularly to solve problems and find solutions.
6. Well developed prioritising skills, and the ability to work to tight media and internal deadlines.
7. Good IT skills and experience of using Office programmes, including Outlook, Word, Excel and PowerPoint.

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.

Desirable criteria

1. Knowledge of mental health problems.
2. Knowledge of current political landscape relating to mental health issues, and government policy.
3. Previous experience working in third or public sector, either in a similar capacity or through CSR partnership work with a charity.
4. Established contacts with key national health, social affairs and political journalists.
5. Direct or indirect experience of mental health problems.