

Job Description – Media & Communications Officer

Main purpose of job:

The Media Officer will deliver Alzheimer's Society's external communication work in a designated area. The aim of the role will be to increase public understanding of dementia and to raise the profile of the organisation.

Position in the organisation:

- Report to the Media Manager – South and London and be part of the media department in the Marketing and External Affairs directorate.
- Liaise with colleagues across the Society. Working and engaging with staff and volunteers at all levels within the localities to deliver cross –organisational campaigns.
- Part of the area management teams and will work closely with the Regional Operations Manager, Operations Managers, Volunteer Officers and Community Fundraisers. They will also need to develop key relationships with the Stakeholder Relations Officer.

Scope of job:

Alzheimer's Society's vision is a world where, ultimately, dementia can be defeated; the Media and Communications Officer will play a key role in ensuring this becomes a reality.

The Media Officer will be required to manage and work with volunteers. There is no staff line management required for this role.

The role operates at operational levels, and significantly contributes to the success of many other functions. Key responsibilities include:

- Deliver and evaluate regional media relations activity that increases the profile of the charity and the issues of dementia
- Develop effective communication campaigns to increase understanding of dementia
- Work as part of area management teams to publicly communicate about the work of the organisation.

This post is key to raising the profile of the Alzheimer's Society and increasing understanding of dementia in the public domain.

This role will require travel throughout the UK.

Dimensions and limits of authority:

- As a communications and media specialist, the post holder will be expected to work largely on his/her own initiative.
- He/she will be required to manage regional projects for the Alzheimer's Society.
- Represent Alzheimer's Society at events and conferences in the localities they manage and will be required to manage and build relationships with key external figures, particularly regional media.
- Expected to work on other projects outside of their area, as designed by the Media Manager.
- May be required to act as a media spokesperson for the organisation.

Duties and key responsibilities:**Contribute to the design of regional strategies and deliver and evaluate area campaign and media activity**

- Develop and deliver regional campaigns and media activity to identified target audiences on time and to budget in areas designated by the Media Manager
- Deliver media training across the area
- Ensure that the communications strategy and external affairs business plan is successfully delivered across the area
- Coordinate all regional PR activity in designated areas
- Lead and develop regional media contacts
- Work with Media Manager and national press team to ensure national campaigns and projects generate local and regional media interest
- Manage all media work relating to our patrons and ambassadors within the areas, may also be required to develop relationships with potential high profile supporters
- Recruit and support PR volunteers to support the promotion of the Society at a locality level
- Write press releases and other communications materials to raise the profile of the Society and understanding of dementia
- With the support of the Media Manager design, deliver and evaluate regional media activity that heightens the profile of the charity and protects the reputation of the charity in the media
- Work with colleagues in operations to sustain and develop a database of case studies (media volunteers) in the post holder's area of responsibility
- Log media coverage and ensure all relevant media databases are used effectively
- Work closely with the national new media team to exchange information and ideas and ensure regional press releases are available on our website
- Respond to reactive media enquiries in a timely and effective manner, representing the Society in the best light
- Advise media spokespeople and may be required to act as a media spokesperson for the organisation
- Support and advise local staff and volunteers on generating local media coverage
- Support the regional media team to provide a 24/7 media service

Develop effective communication campaigns to increase understanding of dementia

- Work across the directorates of the area (operations, fundraising, research, volunteer development etc.) to maximise opportunities to raise awareness of dementia
- Work with the teams within operations and policy and stakeholder relations to identify the potential for establishing relationships with key stakeholders to secure and deliver local dementia awareness campaigns
- Lead the effective delivery of Dementia Awareness Week and our Right to Know campaign with the area, working with all relevant teams
- Deliver local awareness campaigns to target audiences, such as schools, health professionals and other selected target audiences.

Work as part of area management teams to publicly communicate about the work of the organisation.

- Maintain Alzheimer's Society's area social media accounts and ensure that our online communications presence is developed through the area
- Work across the directorates of the area teams (services, fundraising, volunteer development) to maximise local awareness raising opportunities

Additional responsibilities

1. To adhere to all the Society's service standards, policies and procedures.
2. To comply with data protection regulations, ensuring that information on clients remains confidential.
3. To be responsible for personal learning and development, to support the learning and development of others and the whole organisation.
4. To work in a manner that facilitates inclusion, particularly of people with dementia.
5. To implement the Society's health and safety policy and procedures, ensuring that all practices and procedures are undertaken in accordance with a healthy and safe working environment and that all staff and volunteers for whom you may be responsible are aware of their responsibilities in respect of their role, monitoring data and recommending action as required.
6. Where appropriate, to recruit, induct and support volunteers.
7. To undertake any other tasks, duties or projects that may arise from time to time which are commensurate with the general level of this post and as directed by the designated line manager.

This job description is not exhaustive and serves only to highlight the main requirements of the post holder. The line manager may stipulate other reasonable requirements. The job description will be reviewed regularly and may be subject to change.

Person specification – Media and Communications Officer

All of the following requirements are essential, unless marked with a * when they are desirable, and will be assessed from a combination of information provided from the application form, extended interview process, panel interview and references:

Education and qualifications

Degree level, or equivalent*

Communications or PR qualification,
desirable not essential*

Skills and experience

Excellent project management skills

Experience of developing and delivering pr
and media strategies

Good understanding of media and
campaigning and its requirements

Demonstrable experience of working in a
campaigns or communications role

Strong IT skills

Experience of managing and developing
volunteers

Experience of presenting, facilitating group
discussions and representing organisations
to key stakeholders

Excellent organisational skills

Personal attributes / qualities

Excellent written and verbal communication
skills

Understanding of UK political environment

Creative approach to work

Good attention to detail

Interested in championing the rights of
those living with dementia

Passion to support others to communicate
effectively

Able to travel throughout the region and
overnight stays as required

Value Based Behaviours

Alzheimer's Society has a value-based behavioural framework which brings our values to life in everything we do. The framework is applied across the full employment (and volunteering) life-cycle. This includes individual objectives, appraisals, performance management, reward and recognition and personal and professional development. You will be given a full copy of the framework if appointed, as part of your induction.

For this role, the key value based behaviours you will need to evidence in your application and which will be assessed during the recruitment process are:

- I seek the input and involvement of people affected by dementia, wherever possible and appropriate.
- I work collaboratively with others, sharing experiences and expertise.
- I actively listen, understand and accommodate the views of others.
- I challenge the status quo in a constructive and respectful manner, actively suggesting and contributing to improvements
- I consider the impact of decisions and actions on different groups in the Society and externally.
- I recognise, respect, value and make full use of the diversity of skills, attributes, experiences and opinions of others
- Offer my expertise and experience wherever I can to help others.