

Job Description

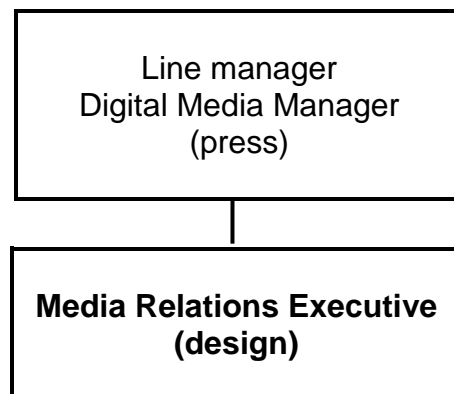
Job Details

Job Title:	Media Relations Executive (design)
Team:	Media Relations
Location:	London
Centre/Directorate:	Communications
Terms & conditions	Agenda for Change
Pay band	Band 6 £26,302 - £34,876 (+HCAS)
Contract:	Permanent

Accountabilities

Accountable to:	Media Relations Manager
Responsible for:	

Operational reporting line diagram



The National Institute for Health and Care Excellence (NICE) is the independent organisation responsible for providing national guidance and advice on promoting high quality health, public health and social care.

Our role is to improve outcomes for people using the NHS and other public health and social care services. We do this by producing evidence-based guidance and advice for health, public health and social care practitioners; developing quality standards and performance metrics for those providing and

commissioning health, public health and social care services and providing a range of information services for commissioners, practitioners and managers across the spectrum of health and social care.

The **Communications Directorate** is made up of a number of teams: media relations; external communications (which includes NICE website, events and exhibitions, public affairs and stakeholder relations); enquiry handling; internal communications; and publishing. Together they use a variety of channels to communicate with a wide range of audiences in the NHS and beyond. They contribute to the core work of producing guidance and other products through their roles in editing, production, distribution and promotion. And they help to protect and enhance the reputation of NICE through daily contact with the public, media, parliamentarians and other key groups.

The **Media Relations** team is responsible for promoting the work of NICE and protecting the organisation's reputation. Working closely with other centres and directorates across NICE and with members of advisory committees and guidance development groups, the team provides advice, support and manages issues that are of interest to journalists, communicating clearly on a range of often complex and sensitive issues.

Job summary

The postholder will work cross-functionally and alongside colleagues working within the wider communications team. The Media Relations Executive (design) will play a key role in ensuring the effective delivery of NICE's communications strategy with a particular focus on communicating the activities of NICE and its guidance to the media using innovative design and branding.

Duties and responsibilities

The postholder will:

Media relations

- Develop and implement media strategies and create content to support dedicated clinical, public health and social care topic areas as well as individual pieces of NICE guidance.
- Plan and manage communications activities to support the development, launch and ongoing use of NICE guidance (to include technology appraisals, clinical guidelines, public health and social care guidance).
- Prepare content – including copy, images, graphics, blogs, and video.
- Devise plans for dissemination of content to reach audiences directly through the most effective channels and indirectly through key stakeholders – with a key focus on the press.
- Develop and use infographics to bring statistics to life and to explain NICE's work.
- Use data-journalism techniques to explain and illustrate stories.

- Write and edit journal articles, organise press conferences and media training for spokespeople.
- Develop and implement new ideas for story-telling and reaching audiences
- Develop and implement NICE's visual identity across the range of communication materials and on all platforms and ensure the consistent use of NICE's visual identity across platforms.
- Focus on regional media and harness the skill and experience of NICE advocates (e.g. NICE advisory group members working in hospital settings; and NICE staff working in regions e.g. implementation consultants)
- Establish and maintain effective working relationships and engagement with internal and external stakeholders. This will include building/maintaining good working relationships with key journalists in the national, regional and specialist media.
- Briefing colleagues on current and emerging issues.
- Handle media enquiries about NICE and its guidance to tight deadlines.
- Provide out-of-hours press office support as part of a rota.
- Evaluate media activities and contribute to reports on the team's work.

Planning and organisation

- Plan work to take account of peaks of activity as a result of the Institute's guidance output.
- Take part in weekly planning/issues management meetings and provide updates on own guidance/corporate areas of responsibility.
- Provide project management support, including maintaining systems for managing projects, recording activities and tracking progress.
- Represent the team at operational meetings.
- Understand and monitor trends in web development and user behaviour, using findings to inform content and technical development and advise NICE on future social media work.
- Contribute to the development of multimedia policies and practice.
- Coordinate and prioritise workloads with colleagues.

Other

- Keep up-to-date with changes in legislation, standards and best practice in own area of work.
- Help in the induction and training of new and temporary staff.
- Undertake continuing personal and professional development to meet the changing demands of the job.
- Take part in appropriate training and development; encourage and support the development and training of other staff.
- Work closely with the web team to deliver effective multimedia activities
- Respect confidentiality of all matters relating to employment and that of other members of staff.
- Understand and respect the requirements of the Data Protection Act and the Freedom of Information Act and seek guidance on these matters when in any doubt.

- Monitor budgets and make recommendations on projects and cost efficiencies.
- Deputise for the Media Relations Manager in their absence.
- Perform any other duties within the range of skills and abilities of the post-holder, as required.

The postholder may be required occasionally to travel to meetings outside London which may include an overnight stay.

Key working relationships

Internal

- Senior Management Team
- Advisory committees
- Staff across all directorates
- Guidance producing centres, including external agencies appointed by NICE to develop guidance

External

- The media
- Groups and organisations representing patients, industry and healthcare professionals.
- Arms-length and other non-departmental government bodies in the fields of health and social care.

This job description does not purport to cover all aspects of the job holder's duties but is intended to be indicative of the main areas of responsibility

Equality & Diversity

All NICE employees must have respect for every individual, treating everyone with dignity, courtesy, fairness and consideration, and welcoming and accepting differences between people. It is the responsibility of every employee to work towards the elimination of all discrimination and prejudice.

Health & Safety

All NICE employees have a statutory duty of care for their own personal safety and that of others who may be affected by their acts or omissions. Employees are required to co-operate with management to enable NICE to meet its own legal duties.

Governance

All NICE employees must adhere to NICE policies and procedures and seek advice on these when in doubt as to their scope and applicability. Employees are specifically reminded that they must respect the confidentiality of all information they have access to during their employment including personal data.

Person Specification – **Media Relations Executive**

ESSENTIAL	Method of Assessment	DESIRABLE	Method of Assessment
<p>QUALIFICATIONS</p> <ul style="list-style-type: none"> • Relevant first degree or equivalent level of knowledge acquired through experience and further training/development 	<p>Application Form</p>		
<p>KNOWLEDGE AND SKILLS</p> <ul style="list-style-type: none"> • Specialist knowledge across the range of work procedures and practices underpinned by theoretical knowledge or relevant practical experience • Knowledge of current developments in the NHS, public health and social care • Effective and persuasive communicator demonstrating oral, written and presentation skills with a high degree of personal credibility and integrity • The ability to communicate effectively and establish effective working relationships with a range of external and internal stakeholders at all levels • Excellent skills in writing, editing and proofreading 	<p>Application Form/ test/ Interview</p>	<ul style="list-style-type: none"> • An understanding of the work of NICE • An understanding of the social, political, economic and technical context within which the NHS, public health and social care operates • Understanding of the principles of evidence-based health and social care • Knowledge of project management tools and techniques 	<p>Application Form/ Interview</p>

<ul style="list-style-type: none"> • An excellent knowledge of different media channels • Knowledge of strategic communications planning practices • Excellent journalistic skills – including writing, video and photography • Strong editorial knowledge and insight • Ability to communicate confidently and deal effectively with individuals at all levels both within and outside the organisation, including the ability to communicate complicated ideas to different people • Diplomacy and assertiveness. Ability to analyse complex information, to think and plan strategically and to exercise sound judgement in the face of conflicting pressures • Ability to deliver complex projects to time and high quality • Ability to effectively co-ordinate and plan multiple projects with conflicting deadlines • Good attention to detail with a thorough and systematic approach to tasks and high standards of accuracy of information • Good design skills and thorough understanding of the production process across all channels (including digital, print & broadcast) 			
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Person Specification – Media Relations Executive
 Cost code – to be inserted by HR/finance

<ul style="list-style-type: none"> • Create innovative design to support key activities and high profile projects • Experienced with Photoshop, Illustrator and Indesign • Use multi-channel digital applications including SEO, web, social media, e-newsletters, e-marketing, video, audio to promote NICE's work • Build awareness, drive traffic and increase use of NICE products • Source/write, curate and edit new content including news stories and blog posts, video and audio • Analyse and report on website, email and social statistics and trends • Provide guidance and support on design issues to colleagues • Graphic design experience 			
<p>EXPERIENCE</p> <ul style="list-style-type: none"> • Experience of working with the media through working in either an in-house press office/communications/ PR 	<p>Application Form/ Interview</p>	<ul style="list-style-type: none"> • Press office experience in healthcare/social care organisations or associated industries 	<p>Application Form/ Interview</p>

Person Specification – Media Relations Executive
Cost code – to be inserted by HR/finance

<p>department or an agency</p> <ul style="list-style-type: none"> • A strong track record in creating, generating and managing engaging content across a range of digital channels and media • Understand how to foster online communities increasing size and engaging effectively • Undertaking and completing film projects • Experience of effective media relations with national, regional and specialist press • Experience of developing and delivering media relations strategies • Knowledge of digital marketing techniques and experience of implementing multi-channel campaigns 		<ul style="list-style-type: none"> • Experience of effective communication with both professional and lay audiences at all levels • Experience of maintaining systems and administrative procedures • Experience of design in print and digital or exhibitions 	
<p>OTHER</p> <ul style="list-style-type: none"> • Excellent interpersonal, communication and organisational skills • A sound working knowledge of web technologies and web development techniques. • Flexible attitude to working environment and ability to work as part of a team • Calm under pressure • Self-motivated and pro-active, with the 	<p>Application Form/ Interview</p>		

Person Specification – Media Relations Executive
 Cost code – to be inserted by HR/finance

<p>ability to work unsupervised and make timely, robust and independent decisions on issues for which they have responsibility, seeking advice when appropriate</p> <ul style="list-style-type: none"> • High drive and determination to complete a task where the work is unpredictable and/or complex and deadlines are tight • Discretion in the handling of confidential information • Commitment to health and safety policies and procedures 			
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