

Job description



Media Officer

Main purpose of job

- To play a key role in positioning Alzheimer's Society as the leading dementia charity in the UK. To help build a high media profile for Alzheimer's Society and contribute to the delivery of the organisation's strategy by promoting its aims and activities in the national media
- To support our bold approach in the media, positioning Alzheimer's Society as the rallying point of the dementia movement through one cohesive narrative that is integrated across the charity with consistent messaging
- To develop and deliver audience-centric, integrated media strategies, activities and messages to promote our work in the Northern Ireland.

Position in organisation

- Reports to the Media Manager (North and Northern Ireland) and inputs into the media strategy for the Society
- Member of the Regional Media team which sits within the Marketing & Communications Department
- Liaises with a broad cross-section of teams across the Society
- Will be required to work closely with peers across all teams, building a solid link to cross-directorate colleagues in Northern Ireland. They will also be required to work closely with digital, marketing and brand to ensure integrated and consistent messaging.

Dimensions and limits of authority

- As a specialist in media, the post holder will be expected to work largely on his/her own initiative and autonomously on projects assigned by the Media Manager
- Media Officers come into contact with almost every other department and work with colleagues at senior levels
- Media Officers must represent Alzheimer's Society and will be required to manage and build relationships with key external figures
- Media Officers will be required to work alongside other Marketing & Communications staff with responsibilities for regional media work

Duties and key responsibilities

- Use the media to raise the profile of Alzheimer's Society as leading dementia support and research charity
- Work with the Media Manager and members of the fundraising directorate and community engagement team to devise and implement media strategies to engage with key audiences and promote Alzheimer's Society's fundraising, services and community engagement programmes
- Manage all media projects assigned by the Media Manager, ensuring objectives are set, integrated with activity across the Society and successfully implemented and evaluated

- Proactively identify and implement ways to promote Alzheimer's Society's fundraising, services and community engagement activities
- Position Alzheimer's Society in the media as the rallying point of the dementia movement through high-profile campaigns and stories that galvanise individuals to join with us and be part of a social movement for change
- Promote the Society across all national media outlets, integrating with other communications teams including regional and digital media as relevant
- Respond to and manage enquiries from all media, Society members, services and the general public
- Take part in a reactive rota to ensure that all enquiries are responded to in a timely and effective manner
- Contribute effectively to the provision of a 24/7 media service to staff and the media
- Produce media materials as required including press releases, articles, blogs, key messages, briefings, photocall notices and ensure their follow-up
- Generate creative content to support PR campaigns including but not limited to photography, video and infographics
- Enhance and protect the Society's reputation in the media by identifying media opportunities and drafting proactive or reactive press statements on behalf of the Society's Chief Executive and senior management
- Develop relationships with key external journalists in Northern Ireland to ensure that Alzheimer's Society is seen as the 'go-to' voice on dementia issues in the media
- Work with the celebrity team to maximise media opportunities presented by celebrity involvement
- Arrange press conferences and photo calls as appropriate
- Sit on planning groups with members of other directorates ahead of fundraising or community engagement related media launches
- Represent the Society, its policies and views at meetings with external agencies and other bodies as requested
- Work with people with dementia, carers and health professionals that are involved with our fundraising, services and community engagement projects as required
- Support the press assistant in monitoring, reporting and evaluating the Society's media coverage
- Provide expert media advice and media training across the organisation as required
- Manage relationships with key external figures who are involved with the media work of the Society, e.g. journalists, celebrities, trustees, Society spokespeople, MPs etc. as required
- Identify and develop people with dementia and their carers as media champions
- Support Society spokespeople with media work, ensuring anyone speaking on behalf of the Society is fully briefed in a timely fashion

Other tasks

- Take on additional duties as requested by the Media Manager
- Undertake any other duties or projects commensurate with the nature and grade of this post as required.

Organisational responsibilities

- To adhere to all the Society's service standards, policies and procedures.
 - To comply with the data protection regulations, ensuring that information on clients, supporters, employees and volunteers remains confidential.
 - To champion the diverse needs of people affected by dementia by working in a manner that facilitates inclusion and collaboration, within and beyond the Society.
 - To support and enable volunteering activities.
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- 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.
- To be responsible for personal learning and development, to support the learning and development of others and the whole organisation.
- To administrate and organise own work to ensure that it is accurate and meets quality targets, reasonable deadlines and reporting requirements.
- Work to embed a culture of inclusion and collaboration, within and beyond the Society

Special requirements

- Travel throughout Northern Ireland and occasionally to England and undertake evening work and overnight stays as required.
 - Support the media team to deliver a 24/7 media service.
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Person specification



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 and interview process.

Education and qualifications

- An ability to understand information and translate it into lay person terms in a timely and effective manner
- Excellent understanding of the regional media and its requirements
- Demonstrable experience of working in a high-profile media office
- Excellent written and verbal communication skills
- Strong interpersonal, presentation, promotional and communication skills
- Ability to influence others with different priorities to achieve shared goals
- Experience of developing media messages and briefing spokespeople
- Experience of supporting others to speak to the media
- Strong IT skills

Skills, personal attributes and experience

- The post holder will be a strong team player
- A passion for promoting fundraising initiatives
- Commitment to championing the rights of people living with dementia
- A clear desire to make a difference to people with dementia
- Able to plan, prioritise and deliver to tight timescales with good attention to detail
- Able to build positive relationships with media champions and staff across the Society
- Able to motivate and empower staff and media champions to engage with the media
- Able to implement and promote organisational decisions and policies positively
- Able to demonstrate a consistent approach towards others and operate with confidence and integrity
- Able to demonstrate the drive necessary to achieve results and remain undaunted by setbacks

Criminal records check

This post may be subject to a satisfactory criminal records disclosure from the Disclosure and Barring Service (DBS). For Northern Ireland this post may be subject to a satisfactory criminal records disclosure from Access NI. For further information on the Society's criminal records check policy email recruitment@alzheimers.org.uk
