

Job Description

Job Title:	Senior Media Officer
Reporting To:	Senior Communications Manager
Department:	External Affairs
Hours of work:	Full time, 35 Hours per week
Contract:	Permanent
Location:	Flexible – Office Based or Home Based (with travel as required)

Main Job Role:

The post holder will be responsible for developing and leading relationships with key media outlets and influencers to raise awareness of cystic fibrosis, the issues faced by people with the condition and the Cystic Fibrosis Trust across the UK. As a member of the Communications Team the role also supports and enhances the Trust's social media presence and internal communications approach.

Main Duties

- Increase awareness of cystic fibrosis and the work of the Trust through a proactive, creative, and strategic approach to media relations.
- Identify and develop news hooks and stories to pitch to the media.
- Lead media pushes on major campaigns with innovative, original thinking and delivery of outstanding results.
- Develop and lead on a regional communications strategy, setting out PR plans for each devolved nation.
- Maintain relationships with our key celebrity ambassadors and driving positive coverage of the trust. Keeping a portfolio of resources and maintaining relationships for the organisation.
- Advise senior leadership on reactive communication and reputation management when and where appropriate, including how to respond in high profile/crisis situations.

- Provide advice and support to Trust media representatives including written and verbal briefings.
- Take a proactive approach to sourcing and supporting a diverse group of people affected by CF who are happy to share their story and views with the media.
- Work with colleagues in the communications team and the wider External Affairs Directorate to coordinate a joined-up approach to our communications across all channels.
- Support the Senior Communications Manager to develop and deliver an impactful communications strategy and deputise where necessary.
- Undertake any other reasonable duties consistent with the skills, abilities, and position of the role.

The Person Specification follows on the next page.

Person specification: Senior Media Officer

Criteria	Essential	Desirable
Skills and Knowledge		
Educated to degree level or equivalent.	✓	
Demonstrable experience of successful working within a PR/Media Environment.	✓	
Proven experience of managing relationships with journalists.	✓	
Expertise in traditional, digital, and social media communications.	✓	
Proven experience of copywriting and editing skills to create impactful communication material	✓	
Operational knowledge of Microsoft Office suite (e.g., Word, Excel, PowerPoint, Outlook) and relational databases in order to produce, manipulate and present information to diverse audiences.	✓	
Demonstrable experience of driving substantial media coverage.	✓	
Demonstrable experience of reputation management and crisis management	✓	
Able to use effective oral and written skills to communicate, influence, persuade and to present to a diverse range of internal and external stakeholders.	✓	
Able to build sustainable relationships with local, regional, and national journalists/industry personnel.	✓	
Effective time-management and resilience skills to resolve conflicting priorities and deliver to deadlines.	✓	
Able to self-managed, to work flexibly and as part of a team.	✓	
Able to use a range of digital platforms (including social media) to increase awareness and engagement of CF issues.	✓	
Experience of the charity/Third sector.		✓
Knowledge of CF and how it affects people and families.		✓
Relevant professional journalistic training or PR qualification.		✓
Working with celebrities to drive positive coverage.		✓
Personal Qualities		
Able to advocate on behalf of the Trust within a variety of settings.	✓	
Able to inspire people to share impactful stories that raise interest and or promote CF issues.	✓	
Other requirements		
Due to the nature of the role, flexible working and out of hours contact and monitoring may be required.	✓	