

Job Description



Job title:	News and Media Manager
Department:	Marketing and Communications
Reporting to:	Head of Marketing and Communications
Salary:	£46,978 per year
Hours:	35 per week
Location:	Based in London (Occasional travel around the UK)
Contract type:	Maternity cover (11-month contract)

Aim and influence

- To develop, implement and evaluate Crisis' media strategies
- To lead the Crisis Media team and manage the Crisis press office
- To provide expert advice to staff across Crisis on the most effective use of media, external positioning and on reputational risk issues

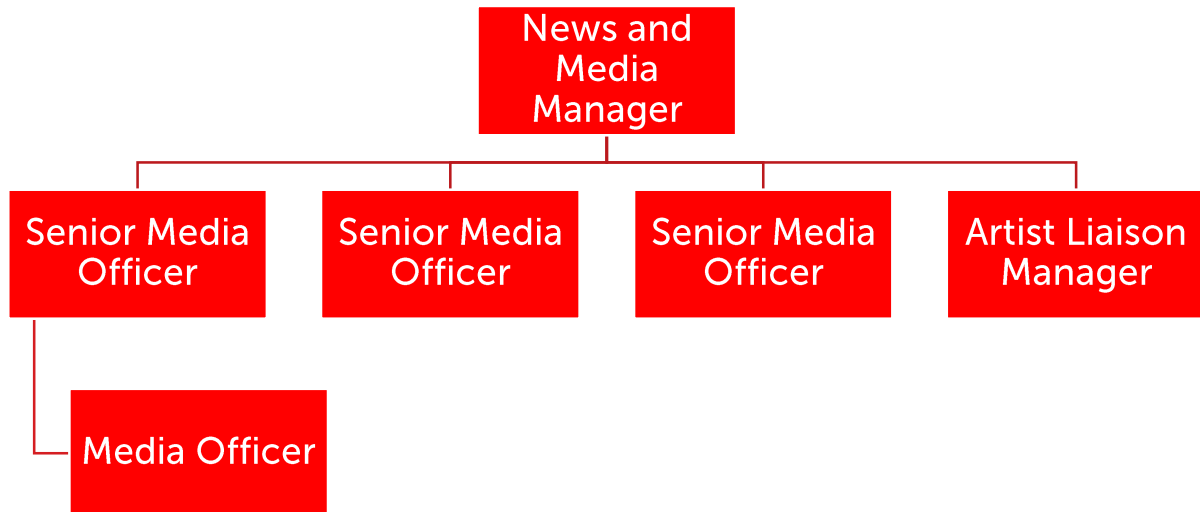
Financial and supervisory responsibility

- The post holder manages the Media team and the Artist Liaison Manager
- The post holder will represent Crisis at external meetings including with media representatives
- The post holder has delegated responsibility for the Media team budget

Other key details

- The post holder will be expected to be able to work from the London office at least 2 days per week once covid restrictions are fully eased
- Flexibility to work unsociable hours, especially during the Christmas period and occasional travel around the UK

Organisational chart



Please note structure is subject to change

Job responsibilities

- Manage and supervise the Media team in day-to-day press office management
- Lead the process of strategic media planning and execution
- Effectively lead, motivate, manage and develop the Media team
- Develop, implement and oversee national and regional media and PR strategies for delivering high profile and targeted coverage which engages key audiences, keeps homelessness high on the public agenda and supports Crisis' brand, policy and influencing, client services and fundraising objectives
- Assign and oversee campaigns and projects across the team, providing coaching and support on strategy, audiences, messaging and approach
- Proactively seek out and develop new media and PR opportunities for Crisis, and maximise the impact of reactive opportunities
- Provide expert media advice and guidance to colleagues across Crisis, including briefing senior spokespeople
- Work with the Head of Marketing and Communications to manage reputational risk and crisis communications
- Line manage the Artist Liaison Manager, overseeing and supporting the implementation of the high-profile supporter strategy
- Lead on the monitoring and evaluation of Crisis' media and PR activity, ensuring meaningful targets are set and measured
- Manage, nurture and proactively seek out relationships with media contacts
- Work with colleagues in Scotland and Wales to develop Crisis' media profile across Great Britain and ensure messaging and media relationships across the three nations are effectively coordinated
- Manage relationships and contracts with external agencies as required

- Ensure that the voices and stories of people with experience of homelessness have a high profile within Crisis' media and social media outputs, supporting the team to work sensitively with media case studies and ensuring that all relevant processes are followed
- Work with the Marketing and Brand and Digital Managers to ensure an integrated approach to external communications and that media content is on brand, well framed and used to maximum impact
- Work with the Communications Planning and Strategy Manager to ensure projects are briefed in appropriately, audiences and objectives are defined, and campaigns are scheduled in the most effective way
- Stay abreast of the latest developments in media and communications and the external context we are trying to influence, ensuring these insights are used to Crisis' advantage

General responsibilities

- Actively encourage and support member involvement within Crisis
- Develop an understanding of homelessness and Crisis' aims
- Follow Crisis policies and procedures, including health and safety
- Carry out other reasonable duties that may be required

Person Specification

Essential

1. Demonstrable experience of managing a busy press office
2. Strong track record of developing and successfully implementing high profile media strategies across news, consumer, online and regional media
3. An audience-focused approach with a track record of using audience insight to develop messaging, campaigns and target media
4. Excellent people and project management skills, with demonstrable experience of leading and motivating a team to deliver against objectives
5. Excellent news sense, with strong working knowledge of the UK media and ability to develop relationships with key media contacts
6. Proactive and imaginative approach to seeking out and developing media and PR opportunities
7. Ability to translate complex and sensitive issues into media coverage
8. Exceptional communications, influencing and analytical skills
9. Experience of working sensitively to support vulnerable people to share their stories
10. Experience of managing reputational risk or handling crisis communications situations
11. Commitment to Crisis' purpose and values including equality and social inclusion

Desirable

12. Good understanding of homelessness or related social issues
13. Commitment to Crisis' purpose and values including equality and social inclusion

We encourage applications from all sections of the community and particularly from people who have lived experience of homelessness.

Supporting your application

Thank you for your interest in working for Crisis.

Before you apply, please take a moment to read through the frequently asked questions below which are designed to support your application and help you understand our recruitment processes.

The person specification requires a qualification or experience that I do not have. Is it still worth me applying?

The person specification has the key knowledge, skills, experience or behaviours needed to carry out the job successfully and you will be scored based on any information you provide. If you don't quite meet the criteria, for example if you have an understanding of something rather than experience of doing it yourself, you may still pick up points for explaining your understanding or how you might approach it. However, some of the person specification points, for example specific qualifications, are critical to the role so if you don't meet those requirements, you are unlikely to be shortlisted.

Can I apply by sending my CV?

Occasionally we accept CVs and a covering letter but only if this requested in the advert for the post. We don't accept speculative applications or hold CVs on file.

What should I do if I can't complete an online application?

If you would like to apply in a different format, for example in a Word document, because you are unable to use the online process, please contact the HR Team jobs@crisis.org.uk It is helpful if you provide details of your requirements or suggestions about how we might best support you to apply so that we're able to consider alternatives.

How can I maximise my chance of being shortlisted?

It is important that you complete all sections of the online application form to ensure that the recruiting panel understand your interests, skills, behaviours, knowledge and experience.

Shortlisting is mostly based on the information you provide in the assessment form section.

Support your statements with specific examples that show how you meet each of the person specification points. You may wish to use the **STAR approach**:

S or T – Situation or task

Describe the situation or the task that you had to complete. It could be something from your previous employment or personal experience – just make sure it's relevant. Given enough detail for the person shortlisting to understand what was involved

A – Action

Describe the action you personally took to resolve the situation or task. Explain the process/steps you took. Even if you are describing a group project, describe what you did rather than what the team did as a whole

R – Result

This is the crucial part of the answer. Explain how your actions resulted in a successful outcome. Talk about what you achieved, the benefits and what you learned.

A strong application will also be in line with the **Crisis Values** that you can find on our website.

Please note! If you don't provide full responses against all the person specification points, the panel won't be able to score your application fully and it will be unlikely there is enough information for you to be shortlisted.

How quickly will I know if I have been shortlisted?

Every recruitment campaign will be different depending on how quickly the shortlisting panel can review applications but if you have not been shortlisted, you will receive an email from us confirming that.

If I am not shortlisted, can I get feedback on my application?

Unfortunately, we are not able to offer feedback on your application if you are not shortlisted for interview.

Can I get feedback after my interview?

We appreciate that information about where you did well or less well can be useful, so if you are not successful following interview we are able to provide feedback.

Will you notify me of future vacancies?

Once you have registered via Crisis Jobs Online, you can sign up to receive notifications of new vacancies based on the criteria you select. We also recommend that you check our website regularly for details of new vacancies.

I recently applied for a role and was not successful, but have seen the role re-advertised. Is it worth me applying again?

If the gap between advertising has been short, we would normally advise that candidates need not apply again, unless you have re-written and enhanced your application. Some examples might be that you have strengthened your examples using the STAR technique above.

Crisis Jobs Online

I have typed my personal statement answers into the online form, but it won't let me save them. What should I do?

There is a word limit of 400 per answer so it could be that you have exceeded the limit and that is what is preventing you from saving your work.

I filled in the personal statement section and tried to save it/submit it. However, it wouldn't do this and my information was lost. Is there any way to retrieve it?

You are encouraged to record your answers in a Word document first before copying and pasting your answers into the online application form, using the keyboard shortcuts Ctrl + C to copy and Ctrl + V to paste. The application form has a strict time out limit and so if you take longer than that limit you will lose your work and we are unfortunately not able to retrieve it.

Where can I get help?

If your query has not been answered above, you can contact the HR Team jobs@crisis.org.uk for support.