

Job Description



Job title:	Senior Media Officer
Department:	Policy & Social Change
Reporting to:	News and Media Manager
Salary:	£42,598 per annum FTE
Hours:	35 per week
Location:	Based in our London Office (we are open to a range of flexible working options, in line with Crisis' Hybrid-Working Policy)
Contract type:	8 Month Fixed Term Contract

Aim and influence

- Play a key role in the Crisis press office, helping us bring to life the causes, consequences, and solutions to homelessness, and convincing our audiences that it can and must be ended
- Create and implement stand-out media strategies that are ambitious, creative, based on audience insight and centred firmly around the experiences of people who are, or who have been, homeless
- Comprehensively plan high-profile media campaigns to influence policy and practice, publicise our services, promote our brand and drive engagement and fundraising at a regional and national level
- Take an active role in our development, practices, systems, and ways of working
- Play a key role in the wider organisation, working with other colleagues, teams, divisions, and clients to ensure our activity is fully integrated across channels and audiences, and to advise our colleagues on our work, developments in the media, and important news and events

Financial and supervisory responsibility

- Delivering projects on time and on budget
- Line management of the Media Officer
- Deputise for the News and Media Manager where appropriate

Other key details

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- Some evening and weekend work (including over the Christmas holiday period) will be required and time off in lieu will be given in accordance with Crisis TOIL policy
- Taking part in the out of hours rota and the reactive media enquires weekly rota

Organisational chart

Please note structure is subject to change:



Job responsibilities

- Lead on the development of proactive media strategies that deliver impactful and stand out coverage that engages key audiences, keeps homelessness on the agenda and supports Crisis' brand, our work on policy and social change and fundraising objectives
- Generate coverage of Crisis' key influencing campaigns that raises awareness of the societal discrimination that causes homelessness and achieves government and public support for the policy changes we need to end it
- Lead on diversifying the media coverage that Crisis generates to ensure we can reach a wider range of audiences, including developing creative media plans that secures coverage in digital and consumer media
- Proactively seek out and develop new media and PR opportunities for Crisis, and maximise the impact of reactive opportunities
- Work with the wider media team to develop and nurture relationships with key media contacts across national, regional and consumer
- Support with providing expert media advice and guidance to colleagues across Crisis, including developing media messaging for projects and briefing senior spokespeople
- Monitor, assess and report back on coverage for key campaigns to the News and Media Manager to support the on-going evaluation of the teams' media and communications activity

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- Gather a diverse range of compelling stories that puts the voice of people who are homeless front and centre of Crisis' media work and supports the wider agenda to reframe the public discourse on homelessness
- Effectively lead, manage and develop the Media Officer
- Contribute to a busy, reactive press office
- Create briefs and concepts for photography, audio and film shoots featuring Crisis clients, volunteers and supporters. Set up PR stunts, photo calls and direct film and photography crews
- 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

- Develop and maintain an understanding of the charity's work, the long-term solutions needed to end homelessness and the circumstances of people who are the most marginalised in society
- Actively encourage and support the involvement of people with lived experience of homelessness in Crisis' media work
- Follow Crisis policies and procedures, including health and safety
- Carry out other reasonable duties that may be required

Person Specification

Essential

- 1 Experience of working within a busy press office environment/PR agency or as a journalist
- 2 Experience of leading on high-profile audience focused media strategies that secure coverage across news, consumer, online and regional media
(If you don't have direct experience of working in a press office, this could be for a brand you work for or stories you worked on as a journalist that led to sustained or more widespread coverage)
- 3 Experience of managing and maintaining good relationships with internal stakeholders, as well as journalists at all levels
- 4 Excellent writing skills, with the ability to write for a range of audiences and outlets, including news, consumer, trade and everything in-between
- 5 Experience of working with and interviewing case studies, identifying and preparing stories for the media and empowering people to share their story
- 6 Excellent news sense, with a strong working knowledge of the UK media and ability to develop relationships with key media contacts
- 7 Ability to work independently and take initiative when managerial support is limited
- 8 Ability to juggle multiple projects and reactive enquires, remaining calm under pressure, with the ability to prioritise and plan time effectively

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9 A proactive, positive, collaborative, and solutions-focussed attitude

10 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.

How do I apply for a job?

Most of our roles are advertised via *Crisis Jobs Online*, a secure recruitment portal. Once you have registered, you will be asked to provide some personal details as well as information about your work experience, education and referees who can be contacted if you are offered the role. You will also be required to complete a personal statement, demonstrating how you meet each of the points on the person specification for the job.

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 on 020 7426 3814 / 3819 / 3864 or by email at human.resources@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 **personal statement** section. When completing this, please reference **each of the points listed in the job description** in the order in which they appear. There will be 15 boxes, so if there are less than 15 points, you won't need to use all the boxes.

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 as well as the national and sector media where we advertise most of our roles.

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 or put in responses against all the person specification points where previously you hadn't.

Crisis Jobs Online

I would like to re-apply for a vacancy but I cannot submit my application. What should I do?

If a role has been re-advertised, you will need to create a new account with a different email address to re-apply. Where the position has been re-advertised with a different reference number then you shouldn't have any problems using your existing account.

I have registered to apply for a vacancy but now I'm unable to access my account and can't seem to reset my password. How can I get access?

You should follow this [link](#) to reset your password and allow 15 - 20 minutes for a new password to arrive. We find that emails can go to junk or clutter folders so it's worth checking there. As Crisis Jobs Online is managed by an external provider we are unable to access the email addresses registered or provide further information on your password, but following this step should resolve the issue.

If you did not receive a welcome email when you registered, there may have been an error in the email address that you provided. Unfortunately, there is no way to resolve this and you would need to re-register with the correct address.

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 on 020 7426 3814 / 3819 / 3864 or by email at human.resources@crisis.org.uk for further information or support.

Working closely with colleagues across the Fundraising, Communications & Engagement Directorate (especially digital and social media teams) to ensure all PR content is integrated across channels.