

About the role

Job title	Media Manager
Location	London Office, Victoria until Autumn 2020 then based in Stratford
Salary	Grade B
Job purpose	<ul style="list-style-type: none">• To develop and manage our media strategy to target our audiences by securing relevant coverage across the media and influencing them to act.• To build relationships with key media and work with colleagues to find and develop agenda-setting stories.• To provide a day to day press office function being first point of contact for journalist's questions and requests• To work with our leadership, senior colleagues across Healthwatch and high-profile external stakeholders to provide advice that mitigates reputational risks and maximises coverage
Accountabilities	<ul style="list-style-type: none">• Develop, lead and manage the media strategy for Healthwatch England, as well as leading on the research, delivery and evaluation of all media activity.• Building and maintaining relationships across a wide range of mainstream and specialist media to generating a broad mix of coverage that target our audiences, influence action and support our strategic goals.• Preparing well written media materials including press plans, releases, opinion pieces, reactive statements and internal briefings.• Provide strategic media advice and media training to our leadership and local Healthwatch leaders to minimise reputational risks and maximise the impact of our coverage.• Work with communication and other colleagues to research, develop and deliver engaging communications stories, campaigns and other content.• To act as media spokesperson when necessary and to ensure key stakeholders and statutory partners are briefed effectively and in a timely manner ahead of media activity.• Leading on the research, delivery and evaluation of all media activity.• To make sure our media activity is fully integrated into our wider communications and campaigns strategy.• Monitoring and evaluating media output to identify key emerging issues and useful opportunities.

About the candidate

Specific skills and experience

Skills and knowledge

- Excellent written and oral communication skills, with demonstrable ability to tailor communication style to specific audience's needs.
- Strong professional editorial skills, with excellent attention to detail and the ability to create clear and engaging content.
- Strong analytical skills, including the ability to synthesise and express complex information and ideas in a straightforward way, as well as knowledge of media evaluation techniques.
- Strong influencing and negotiating skills, with the ability to work with and advise senior management and stakeholders on story ideas and media management issues.
- Excellent relationship building and interpersonal skills, including the ability to quickly form collaborative relationships with key journalists, colleagues and stakeholders.
- Strong knowledge of the UK media landscape across all its platforms and a keen news sense.
- Broad understanding and skills in strategic marketing and communications, with knowledge of issues management and crisis communications approaches.
- Ability to work in a fast-paced environment and under pressure. Strong project, budget and reporting skills.
- Comprehensive management and leadership skills, including the ability to coach team members to achieve ongoing improvement and development.

Experience

- Strong knowledge and experience of researching, developing and delivering effective media strategies, campaigns and stories.
- Experiencing of effectively managing a press office function in a busy, complex communications environment - including demonstrated issues management and crisis communications experience for a national organisation.
- A track record of working with senior staff, stakeholders and colleagues to provide strategic counsel and deliver high impact, strategic communications.
- Experience of acting as media spokesperson, as well as preparing other spokespeople for media interviews.

- Experience of leading and managing the performance of teams, including setting clear direction, providing feedback and coaching.
- A demonstrate a commitment to the vision and purpose of Healthwatch.

Qualifications

- Ideally you will hold a degree or equivalent experience in a related field.
- A postgraduate qualification in journalism, PR, publishing or marketing or an equivalent would also be desirable but not essential.