



Req 141 - Media Manager for Healthwatch England

Grade: B - £42,590 (London framework)

Contracted Hours: 37 Hours Per Week

Contract Type: Permanent

Location: London Office*

Closing Date: 17th June

Hiring Manager: Benedict Knox

****We are planning to move our London office from 151 Buckingham Palace Road to 2 Redman Place, Stratford, East London in late 2020.***

Help us improve health and care

We are the independent champion for people who use health and social care services. We're here to find out what matters to people and help make sure their views shape the support they need. Our sole purpose is to help make care better for people.

We have an ambitious vision to ensure that health and care works for everyone. Using the power of people's stories, we aim to help improve how services are run now and in the future.

To help us do this, we are looking for an exceptional media manager who wants to use their skills to make a difference.

Join our small but dynamic team and in return you'll get to enjoy a great place to work, with excellent benefits.

Let us tell you about the role...

As our Media Manager, you'll play a key role in delivering our awareness campaigns to encourage more people to share their experiences of health and care and to persuade services to act on these views to improve care.

As part of this opportunity you'll:

- Develop and deliver a first-class media strategy
- Building relationships with journalists and colleagues to achieve agenda-setting stories
- Run our press office service and work with senior staff and stakeholders to protect our brand and maximise coverage.

What we're looking for from you...

Our ideal candidate will come with a track record of managing a busy press office. You'll need to be comfortable working in a complex communications environment, have good strategic skills and be able to deliver effective and engaging campaigns and stories.

You'll need good editorial and analytical skills and be experienced at providing counsel to senior staff and stakeholders.

With comprehensive management and leadership skills, you will also need to be adept at leading and managing high performing teams.

More about what we do...

We aim to help improve the quality of services by letting the government and those running services know what people want from care. Working with 150 local Healthwatch services across England, we:

- Find out what people like about services and what could be better
- Provide advice and information to help people access support, and
- Make sure those in charge of care understand the improvements people would like to see.

Accountabilities

- 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 targets our audiences, influence action and supports our 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 a media spokesperson when necessary and to make sure key stakeholders and statutory partners are well briefed ahead of media activity.
- Leading on the research, delivery and evaluation of all media activity.
- To make sure our media activity is integrated into our wider communications and campaigns strategy.

- Monitoring and evaluating media output to spot new issues and opportunities.

Essential Skills and Knowledge

- Excellent written and oral communication skills, with the 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 sharp news sense.
- Broad understanding and skills in strategic marketing and communications, with knowledge of issues management and crisis communications.
- 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 developing and delivering effective media strategies, campaigns and stories.
- Experience of effectively managing a press office function in a busy, complex communications environment - including a track record of issues management or crisis communications for a national organisation.
- Experience of working with senior staff, stakeholders and colleagues to provide strategic counsel and deliver high impact, strategic communications.
- Experience of acting as a media spokesperson, as well as preparing other spokespeople for media interviews.
- Experience of leading and managing the performance of teams, including setting a clear direction, providing feedback and coaching.

- Demonstrates 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.