

Media Relations Assistant Job Description

Job title: Media Relations Assistant
Hours: 37.5 hours per week
Location: Head Office, London
Contract: Permanent

Reports to: PR Manager
Wider department: Head of Communications and Marketing, Marketing Officer, Communications Officer, Communications Intern

Role purpose:

The Media Relations Assistant is responsible for implementing successful media relations campaigns and activity under the direction of the PR Manager to help raise awareness among our key audiences. They will manage the day-to-day social media channels including Twitter and Facebook and undertake the evaluation of our media and social activity.

Key responsibilities:

- Working with the PR Manager to implement a proactive and reactive media relations programme including drafting high quality press releases, selling in stories and evaluating PR campaigns
- Develop and maintain relationships with targeted regional and consumer journalists
- Field and respond to calls from journalists and respond in a timely and accurate manner, ensuring we are the first port of call for journalists
- Develop an ongoing programme of newsworthy articles for on and offline channels including social media
- Working with the PR Manager, coordinate press activity and ensure photo-calls are organised for our charity events where appropriate
- Work within the team and wider charity to source content for all social media channels
- Manage the day-to-day social media channels, ensuring they are up-to-date with engaging, accurate and high quality content
- Support digital innovation by keeping abreast of the latest digital trends and developments
- Draft news and website content and upload through CMS
- Build relationships with families who have used our services in order to identify real life stories that can be used for PR and fundraising activities
- Research and produce tailored family stories for PR and fundraising purposes
- Build excellent relationships with house staff to source family stories
- Manage and coordinate communications planner, ensuring it is up-to-date and accurate
- Support the wider Communications and Marketing Team with administration and other tasks as necessary
- Ensure the charity's database is used and kept up-to-date with relevant information on supporters and case studies

Duties may vary from time to time with development of the post. The post holder will be required to carry out such duties as receiving general telephone enquiries and dealing with general office administration as befits a small office environment.

Person specification

		Essential	Desirable
Experience	Experience in a PR, media or communications environment.	✓	
	Experience of working in the voluntary sector		✓
	Experience of managing time to meet deadlines.	✓	
	Experience of using social media platforms	✓	
	Experience of using website CMS systems		✓
	Experience of dealing with sensitive issues		✓
	Experience of creating high quality, accurate content for digital channels	✓	
Skills, abilities and personal attributes	Able to produce accurate, high quality content	✓	
	Good written and oral skills	✓	
	Uses initiative to perform tasks well and demonstrate pro-active thinking		✓
	Ability to think creatively		✓
	Able manage own time effectively to meet deadlines		✓
	Able to develop positive working relationships with a range of people internally and externally.	✓	
	Able to work as part of a team	✓	
	Ability to develop and maintain sensitivity, respect and understanding of people linked with the organisation	✓	
	Good working knowledge and skilled at using Microsoft Office software	✓	
	Able to keep thorough, accurate and up to date records.	✓	
	Able to take direction as well as use own initiative	✓	
Knowledge	Good working knowledge of how the media works, including social media	✓	
	Good working knowledge and skilled at using Microsoft Office software	✓	

	Knowledge of Adobe packages including In-design, Content Management Systems and Photoshop		✓
Education/ Training	Educated to A Level standard or above, with at least a B grade in GCSE English or equivalent	✓	
Other requirements	Commitment to working within the principles of equal opportunities.	✓	
	Commitment to the charities mission and values	✓	
	Commitment to working outside of normal office hours, at weekends and away from home when the job requires this.	✓	