



## **JOB DESCRIPTION**

<b>Job Title:</b>	<b>Media and PR Officer</b>
<b>Department:</b>	<b>Marketing and Communications</b>
<b>Directorate:</b>	<b>Policy &amp; Communications</b>
<b>Reporting to:</b>	<b>Media and PR Manager</b>
<b>Line Manages:</b>	<b>No line management responsibilities</b>
<b>Location:</b>	<b>Avonmore Road, London W14 8RR</b>

### **About Independent Age**

Independent Age is a national charity founded over 150 years ago with a clear mission to ensure that as we grow older, we all have the opportunity to live well with dignity, choice and purpose.

We achieve this by providing free impartial information and advice on the issues that matter most as we grow older, and work within communities to connect people, places and services to reduce isolation and loneliness. We also act as a catalyst for positive policy change by challenging the underlying causes of discrimination and inequality.

At Independent Age, we live by our values. We are;

Purpose-driven - *the experience, needs and views of older people are central to everything we do*

Compassionate - *we listen, care and take action*

Expert - *our work is evidence-based and solution-focused*

Collaborative - *we work in partnership to maximise our impact*

Accountable - *we work with integrity and transparency*

Inclusive - *we value diversity and always treat everyone fairly with dignity and respect*

### **Job Purpose**

This important role supports Independent Age's media & PR programme and will help deliver our ambition to build our reputation and raise our profile across a wide range of media channels. The Media and PR Officer, working alongside the Media and PR Manager, will be responsible for gaining profile raising coverage for our work in a range of print, online and broadcast media outlets including national news, consumer, sector-specific, and regional titles. The Media and PR Officer will build productive relationships with journalists, channel owners and other influencers to ensure that our media & PR activity supports our objectives

to challenge ageism and discrimination and tackle the inequalities that exist in older age. Working closely with the Media and PR Manager the post-holder will work on specific communication projects across all areas of the charity which will raise awareness and understanding of Independent Age, grow our influence and drive potential supporters to our activities (information and advice, fundraising, volunteering, campaigning, etc.).

### **Key Responsibilities**

- Provide media and PR support on relevant projects and initiatives using their knowledge of appropriate traditional and digital media channels and the broader communications environment.
- Provide media and PR advice and guidance to internal and external stakeholders, including internal policy and campaigns, services and fundraising teams.
- Identify and create media opportunities to deliver positive coverage in line with the aims of the charity
- Use skills and initiative to resolve profile-raising challenges and issues, often in real-time.
- Use specialist media and PR knowledge, combined with an understanding of broader communications processes, to determine the best approach to gain excellent profile-raising attention
- Lead on specific media and PR projects on behalf of the team when required
- Build relationships with external stakeholders (including national, local and specialist journalists, opinion formers, and influencers) and external service suppliers.
- Work in collaboration with external bodies, organisations and specialist external partners.
- Monitor, evaluate and report on personal coverage as well as contributing to reporting of overall campaigns

### **General Responsibilities**

- Undertake any other duties commensurate with the level of the role
- Have fun and challenge yourself at work, model the charity's values and abide by our policies and practices
- Embrace diversity and share in our commitment to equality of opportunity and to eliminating discrimination
- Contribute to our fundraising effort by embracing opportunities to fundraise yourself, to promote fundraising and to support the fundraising team
- Share in our commitment to safeguarding adults at risk of harm
- Use the charity's resources efficiently and effectively to ensure that our financial resources are demonstrably used for the benefit of our service users
- Ensure that information is obtained, used and stored in accordance with our Data Protection and Confidentiality policy

### **PERSON SPECIFICATION**

#### **You should have...**

- Experience of working in a busy media or public relations team.
- Experience of implementing innovative and successful media campaigns (across digital and traditional channels).
- Experience of coordinating innovative media initiatives to deliver service engagement, and build communities using a range of channels and media.
- Proven media project management experience
- Experience of delivering elements of integrated media campaigns across multi-channels.
- Ability to identify and create newsworthy stories.

- Broad knowledge & awareness of the best practice and emerging trends in digital and social media, with the ability to apply that knowledge to a range of media and PR projects.
- Demonstrable commitment to collaborative teamwork.
- Ability to manage a varied workload and work to tight deadlines.
- Good interpersonal skills and ability to influence/persuade a wide range of internal stakeholders.
- Good written and verbal communication skills, with the ability to communicate effectively in a wide range of media and audiences.

**Ideally, you would have...**

- Experience of using media databases, online media monitoring and social media planning systems.
- Understanding and experience in handling reputational and crisis management issues.
- Experience of handling case studies, sensitively and with care.