# Senior Media and Communications Officer

## Role description

* **Salary:** Grade G
* **Location:** Home based (anywhere in the UK)
* **Line manager:** Media and Communications Manager
* **Department / Team:** Policy and Communications

### Role summary

You have two key aims. First, through great media relations secure positive media coverage that builds brand awareness and new supporters and protect the charity’s reputation in the media.

Secondly, you’ll contribute to the development of communications campaigns that tell the story of our impact and build our brand. You’ll lead their implementation throughout England working with colleagues across the charity. You’ll work with delivery teams and content marketing officers to identify and help develop stories that will help build brand awareness and support.

The role works with the Media and Communications Manager to protect the charity’s reputation in the media, also working closely with the brand and content marketing team and policy and communications teams for Scotland Cymru and Northern Ireland.

Your day-to-day responsibilities will involve building and maintaining good external key relationships with journalists, commentators and bloggers, celebrities, patrons and expert spokespeople as needed and liaise with partner/funder press officers. Providing communications support to teams across Sustrans including developing inspirational stories to showcase our work, creating content for publications and newsletters, preparing spokespeople with well-researched media briefings, pitching press releases, responding to media enquiries.

Estimated proportion of time split: 60% media relations, 40% comms campaign development and implementation in England.

### Key responsibilities

1. Lead the implementation of brand engagement campaigns in England working with colleagues in the media and communications team and colleagues in the brand and marketing team. This includes:
2. Identifying and developing stories and content in England about our impact to support the campaigns.
3. Managing events, media work and digital communications to engage the public across England and build support for the charity.
4. Co-run the charity’s press office function, this includes:
5. Responding effectively to journalists’ enquiries.
6. Advising on an effective response to negative stories, developing messages and providing advice to the charity’s spokespeople on how to respond to attack questions.
7. Monitor media and digital media for opportunities to promote the charity’s key messages and impact in the news.
8. Plan and implement the proactive promotion of key events, reports and announcements by the charity.
9. Provide out of hours media relations cover (shared with colleagues in the Scotland, Cymru and Northern Irelands comms teams)
10. Work collaboratively with public affairs, research and impact, communications and content marketing officers to ensure consistency and coherence with press and public relations (PR) activity across the charity, generating news and stories and produce media-friendly content (case studies, imagery, infographics) to share and engage national media across all channels.
11. Assess and prioritise day to day stories, plans and tasks and assume responsibility for delivery. To include drafting punchy and usable press releases, media statements, letters, opinion pieces and blogs for approval and to issue press releases in a timely manner. You’ll pitch winning ideas to trade, business and national media.
12. Build and develop productive relationships with journalists, commentators and bloggers, celebrities, patrons and expert spokespeople as needed and liaise with partner/funder press officers..
13. Arrange interviews and brief spokespeople with key messages and answers to complex questions. Supporting the development of media expertise of colleagues throughout the charity through developing and providing training, guidance and expert advice.

1. Use digital media channels such as X and Sustrans Website to amplify the impact of our media successes and to promote our key messages.
2. Support and comply with the charity’s guidance on branding, tone of voice and key messages. Follow the charities policies and training requirements.
3. Provide support and cover for other members of the Policy and Communications team as and when needed. This may include covering social media over holidays or representing Sustrans externally.
4. Perform any other duties consistent with the nature and grade of the role as agreed with the line manager.

### Person specification

### Specific qualifications or experience required

* Experience of managing media projects to generate positive media coverage, including applying creative PR techniques, in trade local and national media.
* Experience managing reputation threats and crisis communications, providing sound advice to senior leaders under pressure, and supporting spokespeople to respond to negative attack questions effectively.
* Experience of building and managing effective relationships with journalists, commentators and bloggers.
* Experience of developing and implement communications campaigns using media, digital communications and events to build awareness and engage support for a charity. Experience of supporter engagement and supporting fundraising communications is helpful.
* Experience working with people at all levels internally and externally irrespective of hierarchy, creating an equitable environment where diverse perspectives are valued, biases are actively addressed, and everyone feels empowered to contribute and thrive
* Experience of translating complex issues for a media and diverse public audience, through using plain language, accessible formats, and alternative communication methods.
* Experience of building trust with volunteers, supporters or member of the public so they are happy to share their story publicly to support communications and engagement.

### Specific/technical knowledge required

* Solid understanding and experience of using online marketing and communications, including professional experience of X, Facebook, Instagram and LinkedIn
* Good working knowledge of accessible formats, and alternative methods to engage a wide audience
* Understanding of media and political landscape and how to maximise campaign impact

### Skills and abilities

* Proven ability to influence, be tactful and calm under pressure
* Excellent verbal and written communication skills including writing for online and social media channels using engaging, plain and accessible language
* Ability to identify an engaging story that will appeal to journalists and the wider public.
* Ability to produce high impact and inspiring copy, media statements, opinion pieces and blogs
* Excellent interpersonal skills and the ability to build trusted relationships with key internal and external stakeholders
* Strong organisational skills and an ability to work to tight deadlines
* Highly motivated self-starter and enthusiastic

This document does not form part of the contract of employment but does outline our expectations. If we need to amend this document in the future we will consult with the post holder before doing so.

Sustrans is a registered charity in England and Wales (number 326550) and Scotland (SC039263).

We work for and with communities, helping them come to life by walking, wheeling and cycling.

We campaign to create healthier places and happier lives for everyone.

Join us on our journey. [www.sustrans.org.uk](https://www.sustrans.org.uk/)