

Job description

Job title: Senior Media and Public Relations Officer

Reports to: Media and Public Relations Manager

Department: Engagement

Directorate: Income and Engagement

Our vision

A future free from arthritis.

Our mission

We won't rest until everyone with arthritis has access to the treatments and support they need to live the life they choose with real hope of a cure in the future.

To deliver our mission we invest in world class research, deliver high quality services and campaign on the issues that matter most to people with arthritis. We have developed an ambitious five-year strategy, complimented by our research strategy to help us achieve our vision and mission.

Our values

We are United, Compassionate, Inclusive and Brave in all that we do.

Income and Engagement (I&E) Directorate

The Income and Engagement directorate drives action across audiences to transform awareness of arthritis, build the charity's profile and develop a strong, active and loyal community of support. The directorate brings together traditional fundraising streams, earned income opportunities and strategic communication planning to maximise engagement with our supporters to deliver on our goal to be a sustainable organisation.

We are responsible for brand, marketing, communications and content together with targeted income propositions. Alongside putting people with arthritis at the centre of our work, we use insight, evidence and a test and learn approach to create and refine everything we do. We are fortunate that 80% of our supporters are made up of people living with arthritis. We inspire and motivate people and partnerships to get us nearer to our shared vision of a future free from arthritis.

Job purpose

Support and drive forward the Arthritis UK press office function by planning, delivering and evaluating proactive and reactive media activity that secures high-profile, impactful media coverage, enhancing Arthritis UK's profile and helping to drive change for people living with arthritis.

Monitor and respond to the news agenda to identify and secure opportunities to position Arthritis UK spokespeople, shape national conversations and secure high-quality media coverage which challenges misconceptions and builds organisational reputation.

Develop and maintain professional relationships with local, national and broadcast journalists to maximise media opportunities and deliver a press office service, within and where necessary, out of hours.

Main duties

- Develop and deliver proactive media plans that support organisational priorities, campaigns, research, policy and influencing objectives.
- Build trusted relationships with journalists, producers, digital publishers and content creators across national, regional, broadcast and online media.
- Identify and create opportunities to shape the national news agenda, positioning Arthritis UK as the leading voice on arthritis and musculoskeletal (MSK) health.

- Contribute to continuous improvement of the press office, identifying new ways to strengthen processes, planning and media impact.
- Build relationships with key stakeholders across teams to identify and develop stories that increase Arthritis UK's profile, building awareness of the challenges faced by people living with arthritis and the possibilities for change.
- Support the development and delivery of media strategies for major organisational campaigns, reports and announcements.
- Secure opportunities for Arthritis UK spokespeople, brief them fully in advance of media appearances.
- Support the management of reputational issues, working with colleagues to ensure timely, accurate and effective media responses.
- Work collaboratively with colleagues across the UK, ensuring media activity is aligned with wider organisational priorities.
- Monitor, evaluate and demonstrate the impact of media activity using insight, analytics and organisational outcomes to inform future strategy.
- Provide out-of-hours press office support on a rota basis.
- To embrace, embed, model and deliver our values and commitments throughout all activity including all people management duties undertaking a coaching style which generates engagement and enhances the people experience.
- To ensure all designated training is completed and all activity is delivered in line with organisational policy and practice.
- To embrace a safeguarding culture where everyone has responsibility for the safeguarding and wellbeing of vulnerable adults and children.
- To undertake any other duties as appropriate to the role and organisational requirements.

People management responsibilities

- Media and Public Relations Assistant.

Key stakeholders and relationships (internal/external)

- Senior Leadership team (SLT) and Heads of teams who can contribute to content development.
 - Research team.
 - UK Advocacy and Health Intelligence teams.
 - I&E directorate teams, including Public Fundraising and Engagement.
 - External organisations and stakeholders – media and journalists.
 - External agencies and partners.
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End of job description. Person specification on following page.

Person specification

Experience and knowledge

- Significant experience of creating and delivering integrated media campaigns, securing impactful media coverage and support influencing and campaigning objectives.
- Experience of using a range of news and PR techniques, including investigative approaches, data, creative storytelling, case studies and expert commentary to gain high-quality coverage.
- An up-to-date understanding of the UK media landscape, good contacts and knowledge of how to engage journalists across broadcast, print and online media outlets.

Skills

- Excellent written and verbal communication skills.
- Experience of working in a fast-paced media environment drafting and securing approval for media statements and releases based on key messages, working constructively with colleagues.
- Ability to manage multiple priorities and work calmly under pressure.
- Experience of crisis and reputation management, with the ability to remain calm and manage challenging media enquiries from national media.
- Confidence and judgement in prioritising work, with the ability to act quickly to identify and take advantage of media opportunities.
- Experience of analysing results against objectives and developing media strategy to optimise impact.

Desirable experience, knowledge and skills

- Project management experience – working with colleagues across different teams to drive activity to completion, delivering against deadlines in a fast-moving environment and reporting on progress.
- Experience and demonstrable success in planning, delivering and evaluating consumer facing communications projects.

- Experience of the not-for-profit or health sector, with an interest in improving the lives of people with arthritis.

Criminal Record Check

Arthritis UK is committed to keeping children, young people and vulnerable adults safe from harm. We will undertake safer recruitment practices and relevant checks applicable for the role.

This role **DOES NOT** require a Criminal Record check.

End of person specification.