

## Job description: Media Manager

**Duration:** Permanent, full time

**Salary:** up to £40,579

**Location:** Flexible/ London base

**Reporting to:** Head of Communications

**Department:** External Relations

**Key working relationships:** External Relations Department Head, Talent Manager, Collective Action team, Digital, Marketing and Communications Lead, Senior Leadership Team, CEO and Trustees, Press, external agencies, supporters, young people

### Purpose of the job

As Media Manager you will shape and deliver our media strategy, generating extensive, bold and relevant media coverage both on and offline. You will be responsible for leading all media relations activities including identifying media opportunities, drafting strategic responses, and headline grabbing press releases. You will be quick to spot an opportunity, turn round thought-provoking comments, and op-eds that challenge decision makers and put pressure on them to effect change whilst helping to attract new supporters to UK Youth. Your network of journalists will span national, broadcast and trade media as well as education and youth media.

Working with the Head of Communications, you will set out and deliver a media strategy, to support and the objectives of our new organisational strategy – ‘Unlocking Youth Work’. You will also play a key role in the development of the organisation's wider communication strategy, and you will be responsible for managing the organisational narrative and messaging.

Working closely with the Talent and Storytelling Managers you will help to develop a network of young people and youth worker ambassadors who will be central to communicating our ‘Unlocking Youth Work strategy’.

This post sits in the Marketing & Communications team as one of three teams in UK Youth’s growing External Relations department, responsible for **building strong and effective relationships, growing the influence of our brand and increasing cross sector awareness** of the criticality of our work.

### Why work at UK Youth?

UK Youth is a leading charity that exists to ensure all young people are equipped to thrive and empowered to contribute at every stage of their lives. Youth work can be life changing (and even life saving.) We have developed a strategy to unlock youth work so that every young person in the UK can benefit. We work with others to ensure that the youth sector is strengthened, supported, and that provision is youth-led, evidence-informed and delivers high-quality outcomes.

UK Youth plays a unique role in addressing; the lack of investment in the youth sector, the lack of cross-sector understanding in how youth work makes a difference and the limited opportunities to embed effective solutions. These factors lead to mass inequality of access to youth services for young people.

The Media Manager position is central to communicating our five-year plan to unlock the power of youth work creating a society that understands champions and delivers effective youth work for all.

UK Youth have a flexible working policy, you can work from home, from our outdoor learning centre Avon Tryyell in the New Forest or from our London Hub near Millbank SW1. Our core hours are 10am – 3pm and we have a no meeting Wednesday every other week.

## Key responsibilities

### Media

- Work with the Head of Communications to develop and implement the annual media plan which will feed into the organisational communications strategy and wider Unlocking Youth strategy.
- Manage the UK Youth press office including handling of media requests and proactive media outreach - identifying media opportunities, preparing press releases, and selling into national, broadcast and trade media, managing the arrangements for interviews between staff and the media.
- Manage and develop the media relations across our programmes and fundraising partners, working closely with both internal and external stakeholders.
- Write and update proactive communication materials including key messaging and media briefings ensuring the organisation is well informed and supported to talk confidently about UK Youth.
- Build strong relationships with key media, and bloggers, working closely with the Talent Manager.
- Build positive relationships with a network of key journalists and press colleagues at other organisations.
- Ensure accuracy of external materials and provide formal sign off if necessary.
- Work closely with the Storytelling Manager to gather content for media campaigns, and supporting a network of young people and youth workers who can be mobilised to talk publicly about the work of UK Youth.
- Play a key creative role in meetings, brainstorming and working groups informing key campaigns.
- Be willing to occasionally support urgent press queries out of hours.

## Other area of responsibilities

### Cross-team working

- Work closely with the wider Marketing & Communications team to implement the organisational wide communications strategy.
- Work with colleagues to ensure key campaign messages are consistently used and maximised across media and digital channels.
- Work with the Storytelling Manager to develop and manage UK Youth's portfolio of quotes, case studies and stories.
- Work with colleagues across the organisation to ensure we become sector-leaders in sharing our learnings and research.
- Support the HR Team with ad hoc internal communications requests.

- Work closely with the Senior Leadership Team (SLT) and the Public Affairs Lead to develop speech content and maintain up-to-date information on our external policy positions.
- Support the SLT with media training and profile raising.
- Act as a brand ambassador.

## Strategy and performance

- Provide audience expertise into planning cycles and strategic decisions that influence the creation of products and propositions.
- Monitor UK Youth press activity against KPI targets.
- Provide weekly reporting to the Digital, Marketing and Communications Lead on achievement against KPIs and priorities.
- Stay up to date with communications industry best practice and developments.
- Manage and operate within the agreed business plan and budget to ensure that UK Youth income targets are met.
- Ensure that the CRM is up to date and accurate at all times.

## Person specification: Press and Communications Manager

### Experience

- Demonstrable experience of using varied communications approaches and a proven track record of engaging new audience through online/offline communications channels
- Experience of securing proactive media coverage
- Experience of working as part of a creative team with competing priorities
- Experience of managing internal and external communications, working with and developing media relationships, drafting and managing press releases and speaking to journalists
- Experience of managing budgets effectively
- Experience of achieving results through working independently and within a team environment
- Experience of effective line management

### Knowledge, skills and understanding

- Advanced verbal and written communications
- Knowledge of running a busy press office
- Speechwriting, written content creation and proof-reading skills
- Excellent interpersonal skills
- Knowledge of media monitoring and stakeholder management tools
- Understanding of press scheduling

### Personal qualities

- A pro-active approach, self-motivated and enthusiastic with initiative and commitment to achieving results
- Professionally and positively represent the organisation at all times

- Attend and participate proactively in staff meetings, team meetings and other meetings as required
- Work effectively with colleagues to achieve the aims and objectives of the charity
- Support organisation-wide initiatives to facilitate cross-team working
- Proactively contribute to the effectiveness of meetings, knowledge sharing and staff development
- Provide leadership in area of expertise
- Flexible approach to work
- Excellent interpersonal skills
- Excellent influencing and persuading skills
- Excellent organisation and time management skills

This post is subject to receipt of two satisfactory references, an enhanced DBS check and Right to work in the UK. Please note, this job description is subject to change. With any significant change, we will ensure this is discussed with you before any final approvals and or commitments.

This job description does not form part of your contract of employment. You may be required by the organisation to undertake any duties within your skills and capabilities, which the organisation reasonably considers necessary to meet business needs.