

<b>JOB DESCRIPTION</b>
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**JOB TITLE:** Head of Media & PR  
National, Consumer, Regional, Nations Press Offices  
Real Life Stories, Campaigns, social media messaging

**FUNCTION:** COMMUNICATIONS

**DATE:** August 2019

### **Role**

The Head of Media and PR is responsible for all the NSPCC's media activity across traditional and online media outlets at both national and regional level, as well as the charity's campaign and case study teams.

Child protection has never been so high on the news agenda and the NSPCC is currently generating record amounts of media coverage. This role will lead a large team of talented press officers and will be expected to sustain the NSPCC's already high media profile.

The Head of Media and PR runs a diverse team across the four corners of the UK and plays a key role in driving the agenda and guarding the NSPCC reputation, reflecting our commitment to fight for every childhood.

### **Job Purpose**

1. To lead a 24/7, 365 day Media, Campaigns and PR team, including National, Regional, Consumer and Nations PR and social media news channels
2. To deliver powerful campaigns that support the work of the NSPCC's policy and public affairs positions and related issues
3. To maintain a case studies team that provides careful support and engagement to the many survivors of abuse who tell their stories to the media and fundraisers in the press and at events
4. To ensure all news channels across broadcast, papers, online and social have integrated messaging and clear statements and policy / campaigning positions
5. To ensure that during the next phase of NSPCC strategy the organisation is clear in its messaging, maintains a positive public profile but is not afraid of robust public debate reacting efficiently and effectively to the news agenda
6. To always operate at the highest possible level and with a calm and thoughtful approach to all external communications activity

7. To sustain a very strong news presence that enables the NSPCC to remain a substantial player in the media agenda when it comes to issues of child protection
8. To run a team of 30+ experienced press officers across the UK and directly manage a senior press management team of four
9. To deliver a powerful and engaging proactive and reactive news agenda for the NSPCC – online and offline
10. To own and manage relationships with a wide-range of media including key areas of social affairs, politics and news. To build strong relationships and map key journalists and commentators to key staff across the NSPCC
11. This is an 'outward facing' role that would spend a time building relationships, understanding the political and news agenda and bringing back knowledge to the organisation
12. To be responsible for training and supporting the media spokespeople throughout teams. Ensuring proper briefing before media activity and to lead on the development and delivery of an internal media training programme across the NSPCC and to co-ordinate and approve all external speakers
13. To lead the devolved nations and regional press teams to deliver effective and co-ordinated press activity across campaigning, marketing and media relations
14. To share in the leadership and management of the communications function through the Senior Management Team (SMT)
15. To run the PR and publicity activity for all NSPCC fundraising events
16. To oversee and have sign-off of all media relations activity relating to other areas of work being delivered by other teams within the NSPCC (Children's Services, helpline and ChildLine, Campaigns)
17. To ensure a more cohesive way of working with social media and oversee and approve news related social media messages (Twitter)
18. To work with the Head of Policy and Public Affairs, develop a media strategy that helps maximise our policy agenda and supports the delivery of the policy and regulatory changes to improve the way children are kept safe"
19. To work with the Head of Policy and Public Affairs on a media strategy that would involve the input of our participation groups

20. In addition, take charge of the NSPCC's campaign team to develop and deliver high impact influencing campaigns across the UK with the aim of securing positive change for children

### **Key Relationships – Internal**

- Reports to the Director of Communications
- Member of Communications Senior Management Team.
- CEO, Executive Board members
- Heads of Department across the NSPCC
- Regional Heads of Service
- NSPCC Trustees

### **Key Relationships – External**

- A wide range of media and commentator contacts including news, political, social affairs and health in print, broadcast and online but also other journalists in related fields as relevant to a particular story
- Build relationships with other charities, government media departments and organisations such as the police, health authorities, local councils etc
- Ambassador for the NSPCC externally

### **Main Responsibilities**

1. To lead and be responsible for the National and Regional Press Office delivering a 24/7 response; to manage the team to perform at the highest possible level ensuring that all its work is of the highest standards, consistent with the NSPCC's brand and key messages
2. To take lead responsibility for ensuring that media opportunities relating to all areas of the NSPCC's work are identified and maximised for the benefit of the NSPCC and the children we support
3. To lead and be responsible for regional and nations media teams who offer support, guidance and leadership on regional and devolved nations media issues across all NSPCC work, developing specific strategies for each region and nation
4. Offers strategic counsel and guidance as appropriate to NSPCC CEO, Executive Board and Communications Director plus those other directors and spokespeople on media issues. Provides briefings on media strategy and activity to the Communications Senior Team
5. Providing proactive communications to generate media coverage for the NSPCC. Reactive communication to service a diverse range and high volume of media/journalists that make contact for comment, information and sign-posting on day to day events and upcoming issues, including social media messaging

6. To ensure all media coverage online and offline gained is continually monitored and evaluated
7. Deliver effective media training strategies for NSPCC spokespeople – ensure a diverse body of representatives are trained to deliver powerful messages for the Society
8. Budgeting responsibilities to manage media communications work in line and conjunction with the NSPCC’s corporate planning team. Ensure delivery of value for money activity, aligned to business results
9. Run forward planning and features function to keep abreast of when high profile media stories might hit the press
10. Develop and deliver a crisis communications plan and ensure potential risks and issues are proactively mitigated, working closely with the CEO and Directors during times of crisis
11. To play a leadership role for the team externally developing effective relationships, identifying and incorporating the best industry-wide standards and establishing best practice
12. To ensure all the correct protocols and processes are followed regarding safeguarding as it relates to the real-life stories team, working with young people and adults who are survivors of abuse and internal teams who audit controls
13. To share in the leadership and management of Communications through the Communications Senior Management Team

### **Responsibilities for all Staff in the Communications directorate Staff**

1. To actively participate in regular department and team meetings, contributing to strategy, discussions and decisions which will be beneficial to NSPCC’s communications activities
2. Maintain an awareness of own and others’ Health and Safety and comply with the NSPCC’s Health and Safety policy and procedures
3. Take personal responsibility for keeping up to date with NSPCC work to end cruelty to children, including securing updates on project and service developments and general NSPCC news

### **Additional Information**

Flexibility to work out of hours-at night work, during weekends and public holidays, is seen as a necessary part of the job at peak times and with major stories or crises. The Head will also operate and participate in the shared on-call rota.

## **Context and background**

The NSPCC's mission is to end cruelty to children and to promote its brand position that every childhood is worth fighting for. In order to carry out its charitable work and achieve its strategic objectives, the NSPCC must communicate efficiently and effectively with the maximum possible impact to all key audiences.

The role and purpose of the Communications function is to meet this challenge through demonstrating across its full range of integrated disciplines: a world class brand presence off and online, the highest standards of creativity in materials, clear messaging around what we do for children and an honesty and commitment to reacting the issues facing children, young people, families and professionals in the UK today.

The NSPCC Press team is responsible for all our interactions with the press, be it through printed media, broadcast and across nationally, devolved nations and regionally. The team works collaboratively across all NSPCC directorates to create a strong media platform for the NSPCC to publicise its work. The remit of the team is to develop this presence on a national basis but also support locally within the four nations and across the regions. In addition, the team is also responsible for dealing with the high volume and diverse range of media making contact with the NSPCC on a daily basis for comment on children's issues.

This post, as Head of Media & PR, is a member of the Communications Senior Management Team and is therefore responsible for contributing to the overall leadership and management of the directorate.

<b>PERSON SPECIFICATION</b>
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1. Substantial and successful track record of leading a large, busy and high profile Press Office within a demanding public sector/commercial or charity environment. Experience of managing dispersed regional offices would be desirable
2. Excellent copywriting and with the proven ability to communicate confidently and clearly to media audiences. Experience of public speaking would be desirable
3. Proven ability of dealing with the media to steer the news agenda. Must demonstrate experience of understanding and leading a news agenda including social media
4. Proven ability of leading on campaigns and understanding of the political environment
5. Proven history of successfully advising at CEO and board level on difficult media issues, both in the long term and those requiring immediate responses
6. Confident in leading a programme of training and development to create a team of influential and powerful spokespeople
7. Highly developed interpersonal skills and the ability to communicate and collaborate with people across a wide range of functions and at all levels of the organisation to successfully achieve objectives through negotiation, motivation, influencing, tact, diplomacy and persuasion
8. Corporate and strategic thinker with excellent proven ability to contribute to the initiation, development and delivery of the overall communication strategy whilst leading an individual department in its contribution to that strategy, ensuring co-operative working and maintaining vision
9. Excellent ability to plan, monitor and implement projects to agreed deadlines often with conflicting priorities
10. Substantial experience of budget management and financial planning.
11. Extensive and successful staff leadership and management experience to deliver results including an ability to empower and support those who work with and for them
12. Clear understanding of the strategic role of communications to impact positive business results

**Personal characteristics**

13. Calm and measured response to crisis coupled with ability to make quick decisions
14. Gravitas and resilience in dealing with difficult situations, people and issues
15. Highly collaborative by nature and engenders a collaborative spirit across the team and organisation
16. Desire to continuously learn and develop with a strong ambition to 'make a difference'
17. A personal commitment to ending cruelty to children

**To Apply**

To apply, please submit a comprehensive CV plus supporting personal statement (no more than 1000 words) quoting reference GH-1908-6816 to Geraldine Hetherington of Ellwood Atfield.

Closing date for applications: Midday 19<sup>th</sup> September 2019.