



## Media & Communications Manager

**Functional Team:** Campaigns

**Reports To:** Head of Campaigns

**Salary:** £44,000 - £53,900

**Location:** Nationwide

**Working Arrangements:** Remote working, permanent, regular or ad hoc

### MISSION OBJECTIVE

The Media & Communications Manager sits in the wider campaigns team: rooting themselves in the priorities and lives of supporters and target audiences, our campaigns team creates opportunities for impact on issues which can improve their lives and serve our vision of changing the country to become fairer, more respectful and more sustainable.

This new role, alongside the Public Affairs Manager, will work closely with members of the 38 Degrees campaign team to drive our media and public affairs offering, and play a key role in further building our profile and reputation.

Reporting to the Head of Campaigns the Media & Communications manager coordinates 38 Degrees' media and communication work, devising how we best use media platforms to increase our impact, raise our profile and boost our reputation among the people we want to know more about us - decision makers, and the wider public who could join our movement.

With excellent communication skills - and the ability to both lead high level media planning, and to spot and respond in an agile and effective way to emerging opportunities. The role of the Media & Communications Manager is to help lift the lid on the work the 38D community does on campaigns, boost our reputation in line with our strategy, showcase the lives and priorities of our supporters and assert pressure on decision makers. The job holder will use a range of communication channels to publicise our campaign wins beyond the 38 Degrees community, and understand the power of using media tactics to help us persuade politicians to do the right thing, as we work towards our strategic objective of building a fairer, more respectful, more sustainable country.

This job describes the role of the Media & Communications Manager. The 38 Degrees team works in a culture of togetherness, passion for our issues and determination to win, so from time to time the team will be expected to perform activities outside of their normal role.

### Commitment

All 38 Degrees staff should have a deep commitment to our mission of empowering our community of supporters to win campaigns on the issues they care most about.

## DUTIES AND RESPONSIBILITIES

### ANALYSE



- Puts real lives front and centre of our media and communications work, empowering those whose experiences we are trying to share to tell their own story in a compelling and meaningful way.
- Secures media coverage for grassroots campaigns started by members of the 38 Degrees community.
- Grows the quality and quantity of coverage of our campaigns and strategic priorities across key national and regional target outlets.
- Grows our reputation and brand recognition amongst key decision makers, media and the general public.
- Establishes our USP with the media as a *go to* organisation for real life stories on core issues.
- Tells a compelling story of 38 Degrees as a people powered organisation, which meets people where they are and inspires people to take action and understand the difference they can make.
- Increases and diversifies the media coverage we receive, helping us to reach new target audiences and helping our community look like the country that we want to change.
- Responsible for setting a common approach and culture which identifies the impact we want to achieve, measures and evaluates our approach.
- Responsible for sharing and communicating lessons and celebrations from that work with the campaigns team to make our campaigns better.

### COLLABORATE



- Coordinates our media plans and approaches, both long term and short term, proactive and reactive, ensuring these are in line with our strategic priorities.
- Leads colleagues across the wider campaigns team to develop plans and spot opportunities which will allow us to secure high quality media coverage and use communication channels to amplify our coverage.
- Monitors and evaluates our media coverage, relationships and targets, identifying areas for growth.
- Coordinates and develops a compelling 38 Degrees offer to relevant stakeholders, including but not limited to journalists, target media outlets and partner organisations, and proactively drives the pursuit of opportunities where partnership working can help us have more impact.
- Oversees the embedding of lessons and celebrations from communications tactics and approaches where we have had less/more impact than hoped for.

- Plays a key role in driving forward other strategic initiatives which can contribute to our reputation and external impact- including working closely with the public affairs lead to ensure a joined approach to our external affairs work, supporting strategically significant partnerships, and exploiting communication opportunities that allow us to build relationships with key decision makers.
- A collaborative approach to working with colleagues, and excellent relationship building skills with internal and external stakeholders.
- Understands the importance of partnership working - both with other organisations and with media partners.



### **MANAGE THE PROJECT CYCLE**

- Leads planning and prioritisation of communication projects, including forming teams, crafting project plans and mapping out timings and priorities - updating on impact.
- Responsible for operational delivery- pursuing media opportunities which help us have impact.
- Responsible for pursuing wider comms opportunities to help us have impact and our campaigns be seen by external stakeholders - potential supporters, MPs, journalists.
- Responsible for supporting campaigns teams to improve their impact from strategy stage, where media approaches / initiatives/ relationships can help achieve that.
- Responsible for stronger 38D presence and reputation in the media and online channels including Twitter.
- Holds monitoring of our media coverage, including benchmarking quality of coverage and coverage in target outlets, and ensures consistency of contact point (not always the position holder)
- Holds pursuing longer term relationships and partnerships which boost our media coverage - partnerships on campaigns with target media outlets.
- Seeks out opportunities for 38D spokespeople to take part in relevant events e.g. party conferences, and sometimes acts as a representative of the organisation



## TARGET SKILLS PROFILE

Demonstrated capacity gained through substantial experience in playing a leading role in a media or communications team.

### **Leadership and Management**

- Proven ability to lead, manage and motivate people, contribute to organisational/functional level decision making and support the management of the associated impact.
- Effectively plans and manages allocated resources and budgets. Assess and mitigate against risks to ensure the sustainability and reputation of 38 Degrees.
- Makes a major contribution to the organisation's strategy by ensuring functional strategies, plans and objectives are aligned to organisational strategy.
- Makes skilled and thoughtful proposals about strategy for their area of responsibility, ensuring alignment to the plans and objectives of the function.
- Effectively adapts to change - is able to support wider organisational change initiatives and translate this to the team.

### **CONCEPTUAL**

Substantial understanding of how to measure, reflect and influence public opinion in communications.

Substantial understanding of how the media helps make political and corporate change in the UK, and excellent news and political judgment.

### **APPLIED**

Select the relevant resources for our media and comms approach appropriate for our community of supporters and audiences. Manage the delivery of media & comms and organisational projects in line with the strategy. Reputation management and managing sensitive issues.

### **POLITICAL KNOWLEDGE**

A keen understanding of the political landscape and an ability to apply political knowledge to develop effective media & comms approaches and tactics.



Substantial demonstrated skill in managing relationships with internal and external stakeholders.

#### **INTERNAL**

Ability to communicate ideas to enable the public affairs & comms team to integrate change to strengthen the media and comms approach and relationships with partners and external stakeholders.

#### **EXTERNAL**

Manage and support teams to create a shared understanding of 38 Degrees media and comms approach to foster successful stakeholder relationships and partnerships. Engage with equivalent stakeholders.



Demonstrable substantial experience of delivering high-profile PR campaigns and sustained national media coverage.

#### **TIMELINESS**

Ensure media & comms project targets/outputs are consistently achieved within standard timeframes; are understood, applied, and collaboratively achieved across teams.

#### **QUALITY**

Deliver media & comms outputs that are consistent in quality and relevant to our community of supporters and audiences.

## **TARGETED SPECIALISED KNOWLEDGE**

- Substantial experience and a proven track record of delivering high-profile PR campaigns and sustained national media coverage.
- Substantial experience of designing and delivering high impact, multi-channel communications strategies.
- An established network of relevant media contacts and experience building relationships with national and regional journalists that leads to quality coverage.
- Substantial experience of supporting those with lived experience to share their story in the media, often for the first time - and the interpersonal skills to do this with care, compassion and clarity.
- A journalistic, enquiring mind and an excellent ability to identify and package up a story.
- An ability to move with care and at speed to secure coverage and react quickly.
- A creative approach, with experience of using a wide suite of tools and tactics to land high quality media coverage.

- Substantial experience of using social media, especially Twitter, innovatively - as a communications tool.