



Public Affairs & Media Manager

Functional Team: Campaigns

Reports To: Strategy Director

Location: Nationwide

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

MISSION OBJECTIVE

Our Public Affairs & Media team works closely with 38 Degrees' campaign team to drive our media and public affairs strategy, and plays a key role in further building our profile and reputation. Rooting themselves in the priorities and lives of supporters and target audiences, they powerfully use media and public affairs tools and opportunities to ensure that our campaigns are as high profile and impactful as possible, serving our vision of changing the country to become fairer, more respectful and more sustainable.

Reporting to the Strategy Director, the Public Affairs & Media Manager coordinates 38 Degrees' media and public affairs work, devising how we best use platforms, opportunities and approaches to increase our impact, raise our profile and boost our reputation among the people we want to know more about us - decision makers (both political and corporate), and the wider public who could join our movement.

The Public Affairs & Media Manager will be responsible for relationship building and forming strategic partnerships with journalists and politicians - to help 38 Degrees achieve its strategic direction, which seeks to run and win campaigns which make our country fairer, more respectful and more sustainable.

They will oversee the work of the Public Affairs & Media Officer and work alongside them to deliver operational outputs in support of our Public Affairs & Media strategy, including press releases, blogs, commissioning and coordination of public opinion research, along with briefings and events to engage key media and political stakeholders.

They will be adept at collaborating with colleagues across teams, possessing excellent communication skills - and the ability to both lead high level planning, and to spot and respond in an agile and effective way to emerging opportunities. The role of the Public Affairs & Media 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 and public affairs 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 Public Affairs & Media 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



- Responsible for coordinating 38 Degrees Public Affairs & Media approach, which combines pressure and persuasion in service of impact and puts 38 Degrees' supporters' lives and experiences at its heart, empowering those whose experiences we are trying to share to tell their own story in a compelling and meaningful way.
- Grows our reputation and brand recognition amongst key decision makers, media and the general public.
- Clarifies and communicates our agenda with decision makers and manages the building and maintaining of strategically significant relationships and partnerships with relevant stakeholders - crafting plans, identifying priorities, monitoring progress and impact.
- Responsible for monitoring, evaluating and reporting.
- Grows and diversifies the quality and quantity of coverage of our campaigns and strategic priorities across key national and regional target outlets, establishing our USP with the media as a *go to* organisation for real life stories and as the voice of public opinion.
- Oversight of reputation and campaign-based events and public opinion briefings aimed at increasing visibility and boosting relationships with decision makers e.g. party conferences, polling.
- Responsible for setting a common approach and culture which identifies the impact we want to achieve, measures and evaluates our approach, sharing and communicating lessons and celebrations with the wider team.
- Line management of the Media & Public Affairs Officer.
- Data Protection Lead - Management of supporter information.

COLLABORATE



- Manages the Public Affairs Officer & Media Officer and coordinates our media and public affairs project approach, ensuring this is 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 effective political and public affairs engagement.
- Monitors and evaluates our media coverage and public affairs engagement, relationships and targets, identifying areas for growth and managing the delivery of plans to achieve this.
- 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.
- 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 and public affairs opportunities which help us have impact with external stakeholders - potential supporters, MPs, journalists.
- Responsible for supporting campaigns teams to improve their impact from strategy stage, where media and public affairs approaches / initiatives / relationships can help achieve our aims.
- Holds pursuing longer term relationships and partnerships which boost our profile and reputations - partnerships on campaigns with target media outlets and supporting politicians to partner with us where we have shared goals.

TARGET SKILLS PROFILE



SUBSTANTIVE KNOWLEDGE

Demonstrated capacity gained through substantial experience in playing a leading role in a media, communications or public affairs 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 success by ensuring that functional strategies, plans and activities are aligned the organisation's overall strategy.
- Makes skilled and thoughtful proposals 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 engage decision makers in our agenda through public affairs, and utilise the media to make political and corporate change in the UK, through excellent news and political judgment.

APPLIED

Select the relevant resources for our media and public affairs approach appropriate for our community of supporters and audiences. Manage the delivery of media & public affairs 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 and comms approaches and tactics.

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



COMMUNICATION SKILLS

INTERNAL

Ability to communicate ideas to enable the public affairs and 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 media and public affairs campaigns that showcase public opinion, secure sustained media coverage, and ultimately contribute to bringing about the desired campaign outcomes.

TIMELINESS

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

QUALITY

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

TARGETED SPECIALISED KNOWLEDGE

- Substantial experience of designing and delivering high impact, multi-channel public affairs and media strategies and operational plans.
- Strong political judgment, knowledge and awareness, with the ability to lead the communication with decision makers, in a way that boosts organisational reputation and impact - and evidence of having done so effectively.
- Substantial experience and a proven track record of delivering high-profile PR campaigns and sustained national media coverage OR substantial experience in political campaigning (i.e. party politics, public affairs, similar campaign group)
- An established network of relevant contacts and experience building relationships with national and regional journalists that leads to quality coverage.
- An ability to move with care and at speed to capitalise on emerging and reactive media and public affairs opportunities, and an excellent ability to identify and package a story.
- Experience of supporting those with lived experience to share their story in the media or with decision makers publicly, often for the first time - and the interpersonal skills to do this with care, compassion and clarity.