



Public Affairs & Media Officer

Functional Team: Campaigns

Reports To: Public Affairs & Media Manager

Salary: £37,271 - £38,924

Location: Nationwide

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

MISSION OBJECTIVE

Our Public Affairs & Media team works closely with 38 Degrees' campaigns 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 Public Affairs & Media Manager, the Public Affairs & Media Officer will work to deliver 38 Degrees' public affairs and media approach, which is designed to boost the impact of our campaigns and showcase the experiences and voices of our community, so that they are heard by decision makers.

They will deliver key activities within Public Affairs & Media Strategy, as well as supporting the development and delivery of relevant campaign team activities, helping to ensure we are using political levers, public affairs engagement and media tactics as part of our campaigning.

The Public Affairs & Media Officer will be responsible for drafting media releases, pitching and responding to media opportunities; delivering public affairs monitoring and research; helping to coordinate strategic communications, events and briefings for decision makers; and working with the Public Affairs & Media Manager to maintain and build relationships with key political and media stakeholders.

This job describes the role of the Public Affairs & Media Officer. 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

MANAGE INTEGRATED PROCESSES



- Responsible for supporting the delivery of 38 Degrees' Media and Public Affairs activities, outputs and plans.
- Supports the wider campaigns team to communicate our agenda with key decision makers, media and the general public.
- Supports the building and maintaining of strategically significant relationships and partnerships with relevant stakeholders - identifying priorities and opportunities, monitoring progress and impact.
- Grows and diversifies the quality and quantity of media coverage of our campaigns, helping to position us as a *go to* organisation for real life stories and as the voice of public opinion.
- Measures and evaluates our public affairs and media approach, sharing and communicating lessons and celebrations with the wider team.
- Assisting in the coordination of reputation and campaign based events aimed at increasing visibility and boosting relationships with decision makers e.g. party conferences.
- Identifies opportunities and supports our work in partnerships with key stakeholders - through campaigns, events and other engagement opportunities where issues they are working on align with our campaigns and strategy.

ALIGN



- Coordination of media and public affairs project management and including contributing to project plans, and identifying priorities.
- Responsible for monitoring and helping to update the team on political and corporate implications to our campaigning work.
- Supports campaigns teams to improve their impact, where media and public affairs tactics can help achieve that.
- Supports the identification of opportunities for 38 Degrees spokespeople to take part in relevant events e.g. party conferences

SUSTAIN SERVICE



- Anticipates operational and systematic issues affecting timely delivery of information to sustain continuity in the provision of the Media and Public Affairs service.
- Inspiring ambition and driving for excellence
- Celebrating successes and embedding lessons not just to improve our Public Affairs & Media team's performance, but the wider organisational approach to campaigning too.
- Holds monitoring of our media coverage and decision maker engagement, including benchmarking quality of coverage and strength of relationships, and ensures consistency of contact point (not always the position holder).
- Responsible for monitoring, evaluating and reporting on PAM engagement.

TARGET SKILLS PROFILE



SUBSTANTIVE KNOWLEDGE

Demonstrated capacity gained through significant experience as part of an impactful media, communications or public affairs team.

CONCEPTUAL

Significant understanding of how to engage decision makers and other target audiences in our agenda through public affairs and media.

APPLIED

Select the relevant resources for our public affairs and media approach appropriate for our community of supporters and audiences. Coordinate the delivery of these in line with organisational projects and strategy.

POLITICAL KNOWLEDGE

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

Significant demonstrated skill in holding relationships with internal and external stakeholders.



COMMUNICATION SKILLS

INTERNAL

Ability to communicate ideas to enable the wider campaigns team to strengthen the organisation's public affairs approach and maximise opportunities.

EXTERNAL

Support teams to create a shared understanding of 38 Degrees' public affairs approach to foster successful stakeholder relationships and partnerships.



EXECUTION SKILLS

Demonstrable significant experience of engaging with key stakeholders in a productive and effective way, to deliver campaign impacts

TIMELINESS

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

QUALITY

Deliver public affairs and media outputs that are consistent in quality and relevant to our community of supporters and audiences. Identify/implement/recommend improvements and enhancements to processes which improve team consistency, delivery, and quality.

TARGETED SPECIALISED KNOWLEDGE

- High level of political knowledge and awareness.
- Significant ability to communicate and lobby decision makers, and evidence of having done so effectively.
- Significant 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.
- A creative approach, with experience of using a wide suite of tools and tactics to land high quality media coverage and/or political engagement.