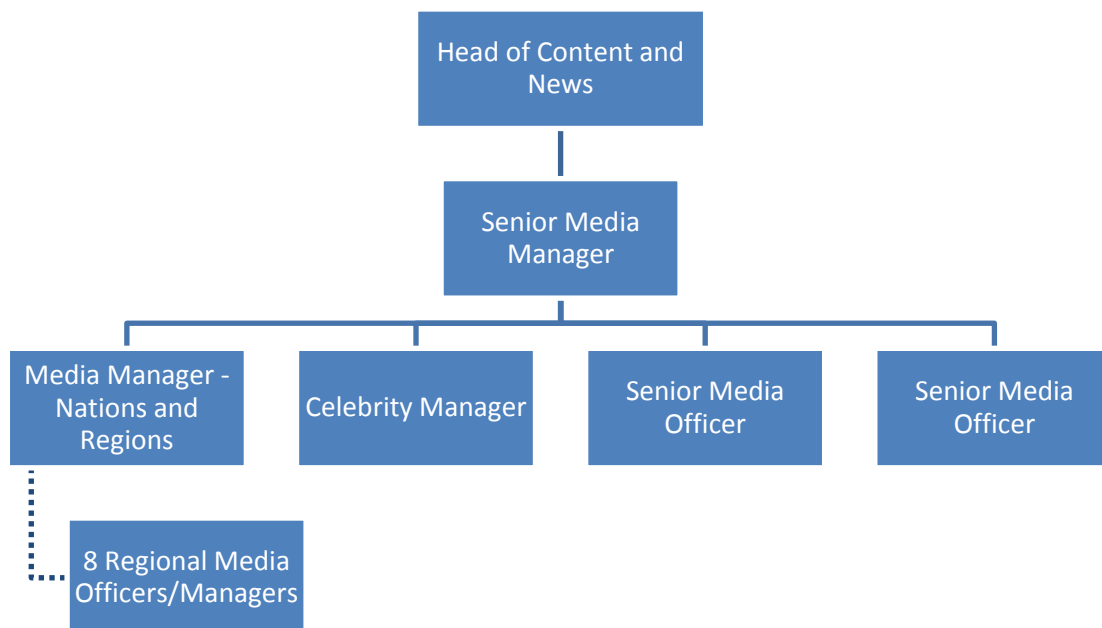


Senior Media Officer

DIRECTORATE:	Engagement and Fundraising
SECTION:	News and Media
REPORTING TO:	Senior Media Manager
CONTRACT:	Permanent (35 hours per week, with out of hours responsibility)



WORKING RELATIONSHIPS:

Inside Diabetes UK

Inside Diabetes UK: Content and News, Engagement Directorate, Regional Offices Policy and Care Improvement, Fundraising, Public Affairs, Research Directorate

Outside Diabetes UK

Outside Diabetes UK: Journalists, volunteers, case studies, media volunteers, suppliers, other voluntary organisations, government agencies, NHS organisations, pharmaceuticals and commercial organisations

OVERALL PURPOSE OF THE JOB

To promote and manage the profile of Diabetes UK and raise awareness of diabetes

MAIN DUTIES AND RESPONSIBILITIES:

- Develop and deliver proactive media activities to raise the profile of Diabetes UK through creative media, and analyse and translate complex information into outstanding press materials.
- Act as a representative of the media team in internal and external meetings.

- Act as first line of response to media enquiries and generate Q&As and brief spokespeople.
- Build and maintain relationships with relevant media contacts to inform and strengthen Diabetes UK's media activity and profile.
- Recruit and manage media volunteers to pitch powerful human interest stories to relevant media and ensure processes are put in place to communicate and share media activity and good practice internally to maximise opportunities and improve quality.
- Develop Q&As and brief spokespeople to ensure Diabetes UK key messages are effectively and coherently delivered in all media interviews.
- Represent Diabetes UK to external stakeholders and organisations, including fulfilling public speaking engagements where necessary.
- Identify reputational risk and undertake appropriate crisis communications/ reputation management processes as required.
- Promote Diabetes UK events and meetings, and attend them as required, which may include out-of-hours working, and take part in an out-of-hours media rota.
- Undertake other tasks necessary to achieve the overall communications objectives of Diabetes UK as requested by the Senior Media Manager.

PERSON SPECIFICATION:

The best person for this job will be able to:

- Produce excellent, accurate written copy to tight deadlines
- Demonstrate a good, sound news sense, and an excellent knowledge of the external environment and the media landscape
- Carry out communications projects from conception to completion, in partnership with other teams across the Marketing and Communications team
- Provide out of hours media support as part of an on-call rota

The best person for this job will have experience in:

- Working in a communications / media / PR setting
- Developing, delivering and evaluating PR campaigns
- Briefing journalists, and preparing colleagues and supporters for media interviews
- The voluntary, charity or health sector
- Crisis management
- Line management / supervising colleagues

The best person for this job will be:

- Able to think creatively and problem-solve
- Able to work in a team, and independently, and to demonstrate leadership
- Able to work under pressure to a high standard
- Committed to Diabetes UK's mission and values