



Marketing and Communications Media Officer Part Time (21 hours) JD

Salary: £27000-29000 Pro Rata

Start date: as soon as possible

Report to: Marketing & Communications Manager

Duties and Key relationships Marketing and Communications

This is a new role in the Marketing and Communications department and is responsible for the media relations of the Charity.

PR and Media Relations

- To develop relevant media contacts, as well as contacts in the sector, to maximise the reach and coverage of key communications campaigns as well as wider organisational projects.
- Produce creative copy written for a variety of audience groups which champions and shows best practice of our tone of voice
- Develop and support in house PR roll out
- Work with external PR agency on selected press releases where relevant
- Write press releases in line with campaign launches and key moments
- Develop pitches and news stories and other promotional copy.
- Lead on media briefings that convey appropriate key messages and prepare spokespeople
- Identify and interview case studies and media spokespeople
- Pull together monthly Data Analysis reports with the support of the Marketing and Communications Manager
- Send out weekly coverage reports with the Digital Marketing Officer, monitor external activity (including competitor) and incorporate best practice.
- Analyse reports to identify new opportunities and act up to grow presence in national press by identifying proactive and reactive media opportunities.
- Be part of out-of-hours weekend monitoring rota

Communications

- Maintain the communications calendar
- Research, write and distribute media outreach activities such as press releases, media comments, media briefs, features, blogs and letters to editors
- Be the first point of contact for media enquiries and manage the press office function in a timely manner.
- Maintain library system for press cuttings, monitor cuttings and report on results
- Lead on gathering powerful stories that highlight the impact of childhood cancer on the lives of children, young people and families
- Work closely with the fundraising and digital teams to coordinate and respond to the different needs for case studies
- Maintain a detailed and GDPR compliant contact management system of all case studies
- Work closely with the Digital Team to ensure that all campaigns and content produced is reflected on the website and across social media accounts

Families

- Maintain relationships with current patient families who are sharing their cancer journey stories with the media.
- Produce stories of patient families and share online and social media
- Work with a diverse range of case studies and media spokespeople and ensure they are treated in an appropriate and safe manner.
- Be key spokesperson for families media storytelling

Other

- Contribute to the overall Marketing and Communications function of Children with Cancer UK
- Carry out any other duties commensurate with the general level of responsibility of the post
- Occasional events attendance
- Partnership relationship building
- Manage relevant cases and inboxes on Salesforce
- Marketing Cloud user
- Be part of the Officers forum

Personal Specification

Criteria	Essential	Desirable	How assessed
Skills / Abilities	<ul style="list-style-type: none"> • Excellent copy writing and proofreading skills, with experience of writing copy for different audiences, purposes and mediums • Works well in a team and ability to build good cross team relationships and with external stakeholders • Ability to prioritise own workload and multi-task • Ability to work effectively on own initiative with minimal supervision 		Application and interview
Experience	An awareness of the platforms and channels used to deliver communications campaigns <ul style="list-style-type: none"> • Experience of using CMS systems and working on social media platforms 	Experience of handling the media <ul style="list-style-type: none"> • Experience of evaluating the success of campaigns 	Application and interview

This job description outlines the current main responsibilities of the post. However the duties of the post may change and develop over time and this job description may, therefore be

amended in consultation with the post holder. To gain the knowledge and experience required, the post holder will be expected to remain in their current position following a successful probationary period for between 6-9 months.