

Marie Curie
Care and support through terminal illness

Job Description

Job title **Senior Media and Public Relations Officer**

Department: Communications

Location: Vauxhall, London

Reports to: Media and PR Manager

Direct reports: N/A

Job Summary/Role Purpose

The Senior Media and PR Officer will work alongside two Media and PR Officers as part of the Media, Public Relations and Campaigns team and will take part in the newsdesk and on call rota.

The role supports the delivery of the charity's Media and PR strategy and disseminates fundraising, policy/research, caring services, campaigning and Information and Support news within national target media.

This role will take a lead on delivering consumer PR coverage for the charity's storytellers across print, online and broadcast media.

The role also supports the delivery of the charity's regional Media and PR strategy for the English regions.

The Senior Media and PR Officer will provide support to Community Fundraisers, Volunteer Fundraising Groups and Sales and Partnership teams ensuring they have the necessary resources to deliver core messaging and to be as targeted as possible in all English Regional PR activity.

Objectives

- Build greater understanding of the work of Marie Curie with key media and journalists
- Increase message delivery on what we do as a charity providing context to fundraising messaging
- Increase our message delivery in the media relating to terminal illness, palliative and end of life care and target consumer media
- Raise the profile of caring services, fundraising, policy & public affairs work and Information & Support services in regional media

Key responsibilities

- Identify and engage with key consumer media contacts
- Work with the Stories Manager to identify and develop stories/case studies for use in the media (national or regional)
- Work with the Celebrity Manager to identify and develop celebrities to support PR campaigns (national and regional)
- Interviewing beneficiaries and nursing staff with confidence and the appropriate sensitivity

- Identify and engage with key media contacts across a specific region in England
- Increase awareness of policy & public affairs, caring services and Information & Support
- Support the dissemination of key media moments across the English regions
- Provide ad-hoc support to PR activity outside of already agreed parameters
- To be the PR lead for individual corporate partnerships as required

Digital and Social Media

Support the digital and social media teams in driving digital innovation and integrated digital communications campaigns. To support the Community Fundraising teams in ideas generation and content for the regional Facebook pages. Support the PR team in using social media to share news and comment, as well as building relationships with local journalists.

Policy, Public Affairs, Research and influencing

Support the Policy and Public Affairs team in London by identifying and engaging with potential regional influencers and advocates.

Identify issues relevant to Marie Curie, keeping ahead of NHS/Government issues – and prepare responses accurately and efficiently.

Ensure work is fully aligned with our organisational values:

Always compassionate
 Making things happen
 Leading in our field
 People at our heart

Key Liaisons

Internal

- Wider Communications department including Marketing, Digital and Creative Services teams.
- Fundraising Community Development Team
- Regional Community Fundraising Teams
- Regional Events Managers
- Nursing Team Managers, Hospice Managers and Marie Curie Nurses

External

- Media personnel at regional and national level such as editors, journalists and producers
- Celebrity supporters
- Marie Curie supporters and beneficiaries

General

In addition to the specific duties and responsibilities outlined in this job description, all Marie Curie employees should be aware of their specific responsibilities towards the following:

- Marie Curie operates a no-smoking policy. The post holder should either be a non-smoker or be prepared not to smoke in any charity premises, grounds or vehicles or when on Marie Curie business outside the office.
- Adhere to all health and safety and fire regulations and to co-operate with the Charity in maintaining good standards of health and safety.
- Uphold ethical and professional standards and not behave in a manner that is likely to bring the Charity into disrepute.
- Promote and sustain a responsible attitude towards equal opportunities and diversity within the Charity.
- Demonstrate a commitment to ongoing registration requirements or any national professional or occupational standards associated with the role.
- Demonstrate a commitment to ongoing learning and development and to participate in any training relevant to the role.
- For designated roles, the post holder will be responsible for health and safety, business continuity planning and/or risk management. (These responsibilities will be notified on appointment).

This job description is not exhaustive. It merely acts as a guide and may be amended to meet the changing requirements of the charity at any time after discussion with the post holder.

MARIE CURIE
Care and support through terminal illness

Person Specification

Job title: Media and Public Relations Officer

Criteria	Essential	Desirable
1. Skills/ Abilities	<p>Excellent writing skills</p> <p>Creative skills – written and visual</p> <p>Strong project management skills and able to manage many projects at the same time while maintaining delivery</p> <p>Good Microsoft Office skills</p> <p>Analytical skills</p> <p>Good Media Monitoring and Evaluation skills (Gorkana/Metrica/Durrants)</p>	
2. Knowledge	<p>Good understanding of the health sector to ensure a competitive and relevant approach to media strategy development</p> <p>An understanding of how different communication channels are perceived by the customer</p> <p>Commit to a programme of continuous professional development</p>	
3. Behaviours	<p>Highly competent networker. Ability to speak confidently in external environments</p> <p>Excellent cross-team liaison skills, both communications and wider departments and at all seniority levels</p> <p>Ability to work unsociable hours and to be on call if necessary</p>	
4. Experience	<p>Experienced at delivering campaign reporting, metrics and insights and responding reactively and proactively to current and emerging media agendas.</p> <p>Good media and public relations experience.</p>	<p>Experience of managing volunteers and interns</p>

	Experienced at developing and delivering integrated, measureable communications activity – reaching target audience and delivery key messages.	
5. Professional ethics	Ability to incorporate ethics and governance into daily activities	
6. Qualifications and training	Degree or equivalent	CIPR qualification or equivalent

**Marie Curie
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Terms and conditions**

Job title	Media and Public Relations Officer
Salary scale	MCJES Grade D
Annual leave entitlement	25 days per year, plus bank holidays
Notice period	One month after probation
Working hours	35 hrs per week
Probationary period	Six months

Other benefits

- Stakeholders Pension Scheme
- Season Ticket Loan
- Bike Loan
- Computer Loan