

## Job profile

Job title	<b>Temporary Media Officer</b> <b>Full time (would consider part time for a longer period)</b>
Department	External Affairs
Reporting to	Head of External Affairs
Job purpose	To support the HoEA in delivering The Work Foundation's media messages and raising its profile
Salary	Up to £2500 per calendar month depending on experience

Key result areas	% of time
<b>Media Relations</b>	65%
<ul style="list-style-type: none"><li>• To coordinate reactive media enquiries and to work with colleagues to deliver timely, effective responses to journalists</li><li>• Pitching to and liaising with press and broadcast journalists to continue building up TWF media operation and enhance our reputation in this area</li><li>• Identifying potential contacts and opportunities in target media for proactive work and finding appropriate TWF spokespeople</li><li>• To implement and help devise media strategies around programmes, publications, key issues and events</li><li>• To help develop and use effective administrative systems for TWF media operation, including researching the best suppliers, capturing and assessing media coverage and activity</li></ul>	
<b>Media information &amp; administration</b>	15%
<ul style="list-style-type: none"><li>• Contributing to the work of maintaining the website as up-to date and media friendly</li><li>• Helping to develop and maintaining an effective media contact database</li><li>• Help to manage the media training needs of spokespeople</li></ul>	
<b>Research and press releases</b>	15%
<ul style="list-style-type: none"><li>• To research on an ad hoc basis data and information to support quick-fire reactive work, reports and provocations by colleagues</li><li>• Writing press releases and articles</li></ul>	
<b>Internal communications</b>	5%
<ul style="list-style-type: none"><li>• To communicate key media coverage widely to staff, directors and board through all suitable channels and help to prepare analysis</li></ul>	
<b>Other</b>	5%
<ul style="list-style-type: none"><li>• Any other reasonable duty that maybe required from time to time</li></ul>	

## Person Specification

Specification	Essential	Desirable
<b>Education / Qualifications</b>		
Educated to degree standard	✓	
Media related qualification		✓
<b>Experience</b>		
Press office/journalistic experience including writing press releases	✓	
First class writing in a fast-paced environment	✓	
Use of press office resources such as databases, forward planning systems, mailing systems, electronic monitoring	✓	
Media liaison including handling press calls, selling stories onto the press	✓	
Business to business media relations	✓	
Experience of working with a membership organisation	✓	
<b>Skills</b>		
Office packages: PowerPoint, Excel, Outlook and Word	✓	
Press office resources: databases, forward planning systems, mailing systems	✓	
Excellent telephone manner	✓	
Excellent client relations manner	✓	
Ability to build strong relationships with journalists and other stakeholders	✓	
Planning, organisational and time management skills	✓	
<b>Personal</b>		
Proactive	✓	
Confident	✓	
Diplomatic	✓	
Friendly and supportive	✓	
An awareness and interest in the world of work and business issues	✓	
Team player	✓	
Flexible	✓	
Attention to detail	✓	
Ability to act on own initiative and work proactively	✓	
Commercially aware and able to engage in delivering business objectives	✓	