

Media Manager (Regions and Nations)

Job description

It will take a society to beat dementia. Alzheimer's Society.



Who we are

Dementia is the UK's biggest killer. One in three people born in the UK today will develop dementia in their lifetime.

At Alzheimer's Society, we're the UK's leading dementia charity and the only one to tackle all aspects of dementia by giving help and hope to people living with dementia today and in the future. We give vital support to people facing the most frightening times of their lives, while also funding groundbreaking research and campaigning to make dementia the priority it should be.

Together with our supporters, we're working towards a world where dementia no longer devastates lives.

Our values

Our values tell everyone who we are as an organisation.

Our values make sure that our focus is clear for the challenges and opportunities ahead and remind us of what we all stand for.

Our values are evident in everything we do, how we do it and how we work together.

These are not just words on a wall, we live these every day in all our work. We are determined to make a difference when and where it matters most, by being passionate, focussed and making a lasting impact for people affected by dementia.



Determined to make a difference

We're passionate, we're focused and we make a lasting impact for everyone living with dementia.



Trusted expert

We're listening, we're learning and we use experience and evidence.



Better together

We're open, we combine our strengths and we achieve more together.



Compassionate

We're kind, we're honest and we don't shy away from challenges.

Through our values we will make the greatest difference for people affected by dementia. Whether you are someone living with dementia, a family member or carer, a supporter, a donor, a colleague from another organisation, an employee or a volunteer, these four values will shape your experience with Alzheimer's Society.

Media Manager (Regions and Nations)

Position in the organisation

Reports to the Senior Media Manager (Regions and Nations).

Member of the Media Team.

Line management responsibility for three Media Officers.

Part of the Income and Engagement Directorate.

Purpose of this role

At Alzheimer's Society we are advisors, supporters, fundraisers, researchers, influencers, communicators, technical specialist and so much more. We are volunteers, we are employees, and together we are here to make a difference to the lives of people with dementia and their carers.

As Media Manager (Regions and Nations) you will provide day-to-day account management of key media campaigns across key areas such as, services, fundraising and research and influencing. You will take a leading role in devising, delivering and evaluating integrated media plans that support Alzheimer's Society priorities and campaigns across the regions and nations.

You will line manage and support Media Officers to deliver high quality, impactful and engaging regional media coverage which aligns to our organisational priorities. You will also produce media materials and creative content as required including press releases, pitches, key messages, spokesperson and celebrity briefings, and photography and video briefs.

We are looking for someone who exemplifies our values, someone who is: Determined to make a difference when and where it matters most. A trusted expert who believes in working Better together and demonstrates true Compassion.

Key accountabilities and responsibilities

Campaign planning, delivery and evaluation

- Showing bravery and creativity, take a leading role in devising, delivering and evaluating integrated media plans that support Alzheimer's Society priorities and campaigns across the regions and nations.
- Provide day-to-day account management of key media campaigns and key areas e.g. services, fundraising, research and influencing, assigned by Senior Media Manager.
- Through line management, support Media Officers to deliver high quality and impactful regional media coverage aligned to organisational priorities.
- Liaise with a broad cross-section of teams to ensure collaboration and integration, including but not limited to National Media, Social Media, Celebrity and Ambassador, Research Communications and Evidence, Influencing and Policy.
- Produce media materials and creative content as required including press releases, pitches, key messages, spokesperson and celebrity briefings, and photography and video briefs.
- Arrange press events and photo calls as appropriate.
- Represent the Society, its policies and views at meetings with external agencies and other bodies as requested.

Press-office

- Provide an effective, professional press office service, by taking part in a reactive press office rota and an out-of-hours rota.

- Coordinate media enquiries, prepare our spokespeople and contributors for interviews and respond to enquiries in a timely and effective manner.
- Support Media Officers to handle press enquiries.
- Analyse and translate complex data, information or issues into statements, press releases and briefings.
- Proactively horizon-scan for opportunities that will secure engaging, meaningful media coverage.
- Support Senior Media Manager on advising internal stakeholders on media and crisis communications.

Contributor stories (case studies)

- Work with other teams including Campaigns, Stories, and Celebrity and Ambassadors to maximise media opportunities presented by Alzheimer's Society contributors and celebrities with lived experience.
- Support people with lived experience to tell their story to the media.

Line management and support

- To support Senior Managers to lead, inspire, and develop a high-performing and motivated team.
- Support the Senior Media Managers with identifying training and development opportunities within the team.
- Line management and support for three Media Officers.

Other tasks

- Occasional travel may be required, undertaking evening work and overnight stays as required (TOIL is offered). This includes attending our London office for monthly team office days.
- Take on additional duties as requested by the Senior Media Manager commensurate with the nature and grade of this post as required.

We are looking for someone who can...

- Adhere to all the Society's service standards, policies and procedures.
- Comply with the data protection regulations, ensuring that information on clients remains confidential.
- Be responsible for personal learning and development, to support the learning and development of others and the whole organisation.
- Work in a manner that facilitates inclusion, particularly of people with dementia.
- Implement the Society's health and safety policy and procedures, ensuring that all practices and procedures are undertaken in accordance with a healthy and safe working environment and that all staff and volunteers for whom you may be responsible are aware of their responsibilities in respect of their role, monitoring data and recommending action as required.
- Administrate and organise own work to ensure that it is accurate and meets quality targets, reasonable deadlines, and reporting requirements.
- Follow the Society's management information guidelines and requirements, including ensuring appropriate monthly measures on service usage levels are collected and submitted on the services database or other systems in accordance with deadlines.

Person specification and selection criteria

Skills & knowledge	Application (A) or Interview (I)
Demonstrable experience of working in a similar role and in a fast-paced media landscape.	A
Demonstrable judgement of how to engage media effectively and build relationships with journalists, with established contacts within the media industry.	A/I
Evidence of achieving significant and impactful media coverage for key projects and campaign activity, which involves delegating work to other team members.	I
Experience of developing and leading on the planning, delivery and evaluation of audience-centric media strategies and campaigns, utilising creative techniques including, but not limited to, PR stunts, creative news angles and digital content.	A
Evidence of a proactive approach to securing impactful media coverage, demonstrating good news-sense.	A
Evidence of proactively building relationships and networks internally and externally.	I
Experience of developing media messages and briefing spokespeople.	I
Advanced judgement and analytical skills and experience of applying these in a fast-moving environment.	I
Advanced written and verbal communication skills and the ability to prepare accurate material for journalists, spokespeople and internal/external stakeholders.	A/I
Good IT skills (Microsoft Office, experience using media databases and monitoring platforms).	A/I
Proven ability to influence, communicate, facilitate, and network with a variety of stakeholders on projects, to achieve shared goals.	A

Competencies & personal attributes	Application (A) or interview (I)
Be a team player, supporting colleagues when there are deadlines, and who knows when to ask for help themselves.	A/I
Be a self-starter with a determination to make a difference.	A/I
Effective organisational and timekeeping skills.	A/I
Good attention to detail.	A/I
Non-judgemental communication.	A/I
Commitment to and understanding of equal opportunities.	A/I
Understanding of the inclusion agenda and its relevance within a diverse society.	A/I
Able to prioritise workload and handle conflicting demands and tight deadlines effectively, remaining solution focussed throughout areas of work.	A/I
Be able to work independently, with excellent organisational and timekeeping skills.	A/I
Able to plan, prioritise and deliver multiple projects.	A/I
A passion for media and storytelling.	A/I

Our benefits



Financial Security

- Group Personal Pension Plan with Scottish Widows – with up to 8% employer contributions rate
- Life Assurance Scheme – two times your annual salary
- Society Plus and Smart Spending App – giving you unbeatable savings at hundreds of retailers



Health & Wellbeing

- Health Cash Plan
- 24/7 Employee Assistance Programme including online and face to face coooselling
- Discounted gym membership with Society Plus
- Lived Experience Networks
- Mental health app and unlimited therapy



Personal Development

- Apprenticeships
- Leadership development programme
- Financial support towards relevant professional qualifications



Family & Dependants

- Enhanced family leave - 16 weeks paid for all parents
- Paid time off work for fertility treatments for both partners
- Paid carers leave
- Paid dependants leave
- Paid compassionate and bereavement leave
- Paid time off work to support those transitioning



Recognition

- Annual people awards
- Long service awards
- Thank you eCards
- Values Hero and Society Legend Awards



Work Life Balance

- Annual leave of 27 days increasing to 30, plus bank holidays
- Career breaks of up to 3 months
- Flexible working
- Wellbeing leave