

Senior Media Manager

Job description

Together we are help and hope for everyone living with dementia



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.

Senior Media Manager

Position in the organisation

Reports to the Head of Strategic Communications & News

Member of our External Relations team

Part of our Research and Influencing 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.

The Senior Media Manager will play a vital role in ensuring that dementia is prominent in the media, increasing awareness of Alzheimer's Society's brand as the UK's leading dementia charity and ensuring that dementia is made the health priority it needs to be. This role will work alongside a peer group of Senior Media Managers to lead a high performing media team, delivering ambitious, creative and impactful campaigns and coverage across a diverse range of media.

The post-holder will work across our research, influencing, fundraising, brand, services, innovation and corporate partnerships media activity, liaising with colleagues at varying levels of seniority across the organisation. As well as the national media team, they will work closely with the Regional Media Team, Social Media Team and Celebrity & Ambassador Team, driving our priority External Relations and corporate communications campaigns and matrix managing high profile and complex projects.

The Senior Media Managers are responsible for line managing Media Officers/Senior Media Officers and will oversee the day to day running of a busy, proactive and reactive press office, ensuring processes and ways of working are effective and leading change where needed.

The post-holder will reporting into the Head of Strategic Communications & News, supporting the development and delivery of the strategic direction of the team, in line with the Alzheimer's Society corporate strategy, crucially demonstrating the impact of our work. The Senior Media Manager will influence and negotiate at all levels of the organisation to deliver strategic outcomes.

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

- Lead in the development, implementation and evaluation of audience-centric, integrated media and communications plans, that promote our brand, engage with diverse audiences and crucially have impact.
- Lead, inspire and develop a high-performing and motivated team, encouraging an open and honest culture of proactive, effective and efficient team working.
- Work with peers to lead the day to day running of the national press office, overseeing processes and ways of working and driving change where needed.

- Promote the Society across national press, broadcast and online media, consumer and trade publications and other identified media, including identifying media opportunities, writing comment pieces, press releases and statements.
- Negotiate with stakeholders at varying levels of seniority.
- Lead External Relations priority communications plans, matrix managing colleagues from across the department.
- Develop spokespeople throughout the Society, including employees and supporters.
- Support the Head of Strategic Communications & News on annual media strategy, team planning and evaluation and deputise as appropriate.
- Responsibility for developing our corporate communications activity, positioning the Society and our leaders as thought leaders.
- Together with the Head of Strategic Communications & News, manage Alzheimer's Society's positive reputation in the media, respond to journalists' enquiries during any crisis.
- Build and maintain positive relationships with key journalists and target media using a range of techniques.
- Where applicable manage the budget for projects, ensuring it is spent efficiently and in accordance with internal policy.

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.
- Taking part in a reactive press office rota and an out-of-hours support if required.
- Take on additional duties as requested by the Head of Strategic Communications & News commensurate with the nature and grade of this post as required.

We are looking for someone who can...

- Strategically plan and implement ambitious and high profile media campaigns.
- Lead teams and line reports to develop within their roles and be the best they can be. Manage recruitment and performance issues where required.
- Juggle multiple projects and sometimes conflicting priorities.
- Role model proactivity in your work, spotting opportunities, bringing creative flair and encouraging the team to try new things.
- Foster productive partnerships with a broad cross-section of teams across Alzheimer's Society, influencing and engaging senior colleagues where appropriate.
- Adhere to all Alzheimer's Society service standards, policies and procedures.
- Comply with the data protection regulations, ensuring that information remains confidential as required.
- Champion the diverse needs of people affected by dementia by working in a manner that facilitates inclusion and collaboration, within and beyond the organisation.
- 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
- Take responsibility for personal learning and development, to support the learning and development of others and the whole organisation.

- Administrate and organise own work to ensure that it is accurate and meets quality targets, reasonable deadlines and reporting requirements. Work to embed a culture of inclusion and collaboration

Person specification and selection criteria

Skills & knowledge	Application (A) or Interview (I)
Experience of working to a senior level in media relations	A/I
Excellent understanding of the national media landscape and its requirements	I
Demonstrable experience of developing integrated, creative communications strategies and leading campaign implementation	I
Strong leadership skills - experience of leading a team and supporting individual and team development	A/I
Evidence of having achieved significant and effective national media coverage for key projects and campaign activity, in line with organisational objectives	A/I
Experience of positioning an organisation and individuals in the media as thought leaders	A/I
Experience of delivering Corporate Communications activity	A/I
Demonstrable experience of evaluating impact of media and communications activity	I
Understanding of reputation management and crisis communications	I
Excellent written and verbal communication skills	A/I
Experience of writing successfully for a range of audiences	A/I
Experience of leading complex projects across a diverse organisation	I
Ability to influence others with different priorities to achieve shared goals	I
Experience of supporting others to speak to the media	I

Evidence of proactively building relationships and networks internally and externally	I
Strong IT skills (Microsoft Office, experience using media databases and monitoring platforms)	A/I
Experience working in the charity sector / charity PR	A/I
Experience managing budgets	A/I
Experience working with agencies, contracted suppliers and external partners on communications activity	I

Competencies & personal attributes	Application (A) or interview (I)
Takes ownership and shows initiative	I
Proactive, creative, dynamic and collaborative approach to work	I
Confident and able to negotiate and persuade senior stakeholders	I
Committed to championing the rights of people living with dementia	I
Proactively seeks solutions to problems including innovative ways of working	I
Passion to support others to communicate effectively	I
Commitment to the mission, values and goals of Alzheimer's Society	I
Leads by example, influencing and inspiring confidence in others	I
Sets and works to clear expectations and achievable goals that deliver on strategic ambitions	I
Encourages teams and directorates from across their organisation to work together	I

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Our benefits



Financial Security

- Group Personal Pension Plan with Scottish Widows – with up to 8% employer contribution 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 counselling
- Discounted gym membership with Society Plus
- Lived Experience Networks
- Mental health app and unlimited therapy



Personal Development

- Apprenticeships
- Women in Leadership development programme
- 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