

## JOB DESCRIPTION

<b>Job Title</b>	Media Officer
<b>Reporting to:</b>	Head of Communications
<b>Location</b>	Central London, with some remote working supported
<b>Hours</b>	37.5 Flexible working arrangements supported
<b>Salary Band/Grade</b>	2
<b>Duration</b>	Permanent

### Background Information

#### About the Centre for Ageing Better

The Centre for Ageing Better is a charity, funded by an endowment from the Big Lottery Fund, working to create a society where everyone enjoys a good later life. We want more people to be in fulfilling work, in good health, living in safe, accessible homes and connected communities. By focussing on those approaching later life and at risk of missing out, we will create lasting change in society. We are bold and innovative in our approach to improving later lives. We work in partnership with a diverse range of organisations. As a part of the What Works network, we are grounded in evidence.

### Job Purpose

Working within a small, highly focused team, the Communications Officer (media) will carry out media relations work and provide editorial, strategic, creative and operational support to the Communications team and other staff. Key responsibilities will focus on planning, drafting and selling in content to media outlets including national, regional, specialist, broadcast and digital media. As well as being very hands on and proactive, working with colleagues to produce excellent news, comment, feature and blog content, the post holder will create and sell in reactive comment on relevant stories, monitor media coverage, and carry out a range of related media and communications duties.

## Specific duties and responsibilities

### Specifics:

- Working closely with the colleagues in programmes and the communications team to schedule output across the year, and with colleagues in the communications team to provide an integrated communications service to the organisation
- Work closely with Assistant level staff in the team, particularly where they have specific media relations responsibilities
- Advise teams across the organisation on news value of content at an early stage and through the development of programmes and projects, positively suggesting ways of enhancing this
- Confidently and expertly sell in news stories, research findings, comment and feature material to media on Ageing Better's work.
- Manage incoming media enquiries, liaising with colleagues to promptly find information, draft statements and responses as required
- Draft and support colleagues and freelancers in drafting excellent content across our work programmes and on the wider agenda, and selling in to news and other media outlets
- Carry out fast and high-quality reactive media work with comments and quotes on relevant stories.
- Carry out fast and effective crisis or emergency communications work if/when necessary, consulting with colleagues
- Build and maintain excellent relationships with a large range of key journalists; organising briefings and meetings between them and the Chief Executive and other staff
- Ensuring staff are media trained, and well briefed and prepared for broadcast and other media interviews
- Daily monitoring and reporting of coverage and key stories in the media, and supporting the Assistant level staff member to do this when needed
- Support the communications team and wider organisation in capturing and representing individuals' experience of later life, and in particular making sure this is represented in media stories

In addition, the post-holder should work with colleagues

- To take a 'change communications' perspective on policy development and programme/project planning, supporting other teams with ideas for and delivery of the best methods for external engagement
- To ensure that lived experience and the end benefit to ordinary people of the changes we seek to make is reflected in all our communications
- To be hands-on in drafting and placing content of all types for programmes and the wider agenda
- To plan and schedule communications with colleagues
- To manage corporate projects including those that maintain our brand and credibility, and demonstrate our impact (e.g. facts and stats, Impact reports)
- To procure and manage suppliers, getting the best value for money and ensuring they deliver on time and to a high standard

**Act in line with Ageing Better’s principles and values**

- Take personal responsibility for safeguarding and promoting the rights of older people
- Comply with our policies and procedures at all times, in particular Data Protection
- Promote and support open and effective collaboration across Ageing Better
- Carry out all duties in a professional manner and in line with our values
- Undertake any other roles or responsibilities that may be reasonably required

**Person specification**

Criteria	Essential	Desirable	How identified & assessed
<b>Knowledge / skills</b>			
Excellent organisational skills and ability to juggle multiple projects simultaneously, while maintaining a high degree of accuracy and professionalism.	✓		Application / interview
Excellent time management and prioritising skills; ability to work to tight deadlines.	✓		Application / interview
Excellent verbal communication skills and experience dealing with a wide range of people.	✓		Application / interview
Good IT skills and experience using Word, Excel and PowerPoint.	✓		Application / interview
Excellent and fast writing skills with the ability to absorb often long and complex policy issues quickly and turn them into compelling clear content	✓		Application / interview/test
<b>Experience</b>			
At least two years’ experience of working as a press officer in a similar role or a combination of working as a journalist and a media relations officer	✓		Application / interview

<b>Personal qualities</b>			
Commitment to Ageing Better’s mission and principles	x		Interview
Collaborative approach and ability to build effective relationships with a wide range of people	x		Interview
Ability to take initiative and be creative in solving problems	x		Interview
Ability to work independently and collaboratively as part of a small team	x		Interview