

Media Officer

Job Level	Level 3	Job Reference No:	
		Role review date:	March 2024
Directorate	Marketing, Fundraising and Communications	Function	Communications
Service	Media	Reports to:	International Media Manager

Scale and scope of role

Direct reports	0	Indirect reports	0
Budget responsibility/ accountability	0	Accountable for other resources	0

Context

We help anyone, anywhere in the UK and around the world to get the support they need if crisis strikes: connecting human kindness with human crisis. We enable vulnerable people in the UK and abroad to prepare for and withstand emergencies in their own communities. And when the crisis is over. We help them to recover and move on with their lives. We are part of the Red Cross and Red Crescent global humanitarian network.

Our Values and Principles

Our values (compassionate, courageous, inclusive and dynamic) underpin everything that we do. As a member of the Red Cross and Red Crescent Movement, the British Red Cross is committed to, and bound by, its **fundamental principles**: humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

Diversity

At the British Red Cross, we are looking for the right people to help us provide support to millions of people affected by crisis. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone regardless of age, disability, gender reassignment, marriage and civil partnerships, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

Diversity is something we celebrate, and we want you to be able to bring your authentic self to the British Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness.

Purpose of the role

To implement high quality media handling across a wide range of issues that relate to the work of the British Red Cross. This includes working with key national, regional, broadcast and consumer media outlets to deliver sustained, positive media coverage in line with our strategic objectives and to respond swiftly to breaking news and developments.

Key responsibilities

- Plan and carry out proactive media strategies on designated areas of the British Red Cross' work. To do this you will work with teams across the British Red Cross to bring stories and issues to life through media interviews, media briefings and drafting press releases.
- Respond to breaking news, media requests and developments to protect the organisation's reputation and help increase the profile and visibility of our work.

- Build and maintain excellent working relationships with internal and external stakeholders, including key journalists.
- Regularly share media coverage and evaluate our media activity to assess impact. This will include taking part in a team rota to draft and share news updates internally.
- Carry out comprehensive media monitoring to identify opportunities and risks.
- Contribute to our spokesperson development plan, working closely with storytellers to prepare them for media interviews and opportunities.
- Take part in the team on call rota providing out-of-hours media support and handling on a rota basis and as required.

Team Member:

- Actively participates in all team meetings.
- Supports other team members.
- Work and behaves in accordance with all BRC policies and procedures.
- Upholds the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society's values (inclusive, compassionate, courageous and dynamic).

The duties and responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.

Pre-engagement checks

Criminal Records

England and Wales – Disclosure and Barring Service (DBS)
• None
Scotland
• None
Northern Ireland
• None

Drivers Check - Required – No

Person Specification

Requirements	Evidence obtained through Shortlisting (S), Interview (I), Assessment (A)		
	S	I	A
Knowledge and Skills			
Essential			
> Sound working knowledge of the media in the UK with a strong understanding of what makes a good story.	X	X	
> Understanding of how media relations fit into strategic, integrated, communications plans and an ability to conceive, implement, deliver, and evaluate media plans.	X	X	
> An understanding of digital media and how social media can affect the news environment.		X	
> Excellent communications skills, written, verbal and IT.		X	
> Ability to prioritise, work in a busy environment and to meet deadlines.	X	X	
> Confident, assertive, and determined.		X	X
> Proactive, enthusiastic, and flexible.		X	
> Dynamic, creative, and results focused.	X	X	X
> Tactful and diplomatic with an ability to handle sensitive and confidential information.		X	
Desirable			
> Professional qualification in journalism or media relations.		X	
> An understanding of working in an international and / or aid agency context, or in a UK voluntary sector organisation or context.		X	
> Understanding of the issues affecting the operating environment of the British Red Cross internationally and within the UK.	X	X	
> An understanding of parliament and the policymaking process.	X	X	
Experience			
Essential			
> Experience working as a media and public relations officer or journalist in a UK voluntary sector organisation or context	X	X	
> Experience using word processing packages and databases	X	X	
> Experience of working collaboratively and in close partnership with internal stakeholders to deliver joint outcomes.	X	X	
Desirable			
> Experience in how to positively portray people with lived experience and ensuring they hold an empowered role in the storytelling process.	X	X	
> Professional qualification in journalism or media relations.			
Additional requirements			
Essential			
> Ensures inclusive practice, challenges discrimination and promotes diversity in line with our Equality, Diversity and Inclusion (EDI) policy .		X	
		X	

<ul style="list-style-type: none"> > Occasional travel across the UK and if required, travel overseas. > Able to work unsociable hours and respond to emergencies at short notice as required, participating in the out of hours rota. 		X	
Values in Action			
<p>Dynamic - We move forward as one team.</p> <ul style="list-style-type: none"> - Every day, we're adapting, innovating and learning. - When the unexpected happens, we are calm, quick and efficient. - We respond smartly, using clear processes and systems. <p>Compassionate - We stand for kindness.</p> <ul style="list-style-type: none"> - People come first, no matter who or where they are. - We have genuine, open-minded conversations. - Together, we're a united force for good. <p>Inclusive - We are open to all.</p> <ul style="list-style-type: none"> - We treat each other with dignity and respect. - Every person's uniqueness is valued, supported and celebrated. - Our individual backgrounds and experiences make our organisation stronger. <p>Courageous - We are bold.</p> <ul style="list-style-type: none"> - We show our strength by doing the right thing. - We aren't scared to test our creative ideas. - As humanitarians, we go the extra mile to help people in crisis 			

We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act), who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.