



Job description

Job title	Media Officer
Department	Media Team, External Relations Department
Responsible to	Media Relations Manager
Responsible for	n/a
Salary	Grade C of Mind's salary scales
Hours	35 hours per week
Based at	Stratford, London
Length of contract	Permanent

Purpose of the job

We're Mind, the mental health charity. We won't give up until everyone experiencing a mental health problem gets support and respect. We provide advice and support to empower anybody experiencing a mental health problem and we campaign to improve services, raise awareness and promote understanding.

The Media Officer is part of Mind's Media team and is responsible for implementing key aspects of the charity's media strategy and raising the profile of national Mind and its campaigns. The Media Officer prepares responses to media enquiries and builds contacts with journalists across national, local, trade and consumer media with the aim of raising Mind's profile, promoting Mind's work and improving media portrayals of mental health issues.

Scope of the job

As Media Officer you will be a part of the Mind Media team and report to the Media Relations Manager. The Media team sits within Mind's External Relations department bringing together all Mind's campaigning, policy, communications, digital, information and legal work.

You will devise and implement media plans for organisational campaigning, policy and profile-raising priorities. You will also handle reactive enquires, support the local Minds network with media work and organise media training and practice for Mind spokespeople.

The job will involve some out of hours work including providing an effective on-call service for the media about one week in six. There will also be occasional travel across England and Wales a few times a year.

This role works with other teams across Mind, Mind Cymru, our network of local Minds and Mind shops as well as colleagues working on our Time to Change campaign.

Mind aims to ensure that the needs and interests of mental health service users, women and black and minority ethnic communities, disabled people and lesbians, gay men,

bisexuals, transgender and people of all ages are reflected in all its activities. You will be expected to contribute to this aim.

Key Responsibilities

1. Providing an effective service to journalists by responding to enquiries and providing information, as a core member of the media team.
2. Devising, under the direction of the Media Relations Manager, and implementing media strategies for local and national Mind campaigns.
3. Working alongside Mind's policy team to develop media responses to major Government announcements and high profile policy issues, producing press releases and quotes and briefing/advising the Chief Executive, Directors and relevant Mind staff.
4. Organising media interviews as required with Mind's Chief Executive, Directors, and other Mind spokespeople and service users, providing them with full pre-interview briefings.
5. Researching, writing and distributing press releases to local, regional and national media to secure media coverage for media relations priorities and specific Mind campaigns.
6. Organising press events, such as press launches and photocalls. Liaising with outside suppliers and agencies.
7. Working with local Minds to identify and develop potential media stories and offering them media relations advice to empower them to develop their own local media opportunities.
8. Providing a crisis PR service to local Minds, designing media plans for managing potentially damaging stories, giving advice and preparing press statements as necessary.
9. Working in partnership with other organisations to develop joint media responses on Mind's coalition work.
10. Ensuring that the Media Office work involves people with direct experience of mental distress from a full range of diverse backgrounds and that appropriate advice and support is given to service users involved with Mind's media work
11. Representing Mind's media function, in liaison with the Media Relations Manager, at external events and meetings
12. Creating and maintaining contacts with national, regional, trade and consumer journalists
13. Coordinating targeted media mailings.

Expectations

1. Attend and contribute to internal meetings, working groups, training, supervision and the appraisal process.
2. Develop a positive understanding of relationships with key stakeholders, especially people with direct experience of mental distress.
3. High level of energy, commitment and creativity.
4. Ensure all responsibilities and activities discharged within the post are consistent with the terms and spirit of Mind's Equal Opportunities policy.
5. The post will be based in London, with a brief covering England and Wales, and the post will involve travel within England and Wales.
6. As part of providing an effective out-of-hours service for the media there are likely to be several periods of intense out-of-hours activity throughout the year.
7. Undertake other duties that may from time to time be necessary, and that are compatible with the nature and grade of this post.
8. Contribute towards making Mind a greener workplace.

Mind (National Association for Mental Health)
External Relations Department

Person specification: Media Officer

Essential criteria

1. Experience of media relations in a press office or in a commercial PR setting actively promoting stories to the media
2. Proven success at implementing media strategies and securing target levels of coverage in national and regional media.
3. Experience of writing press releases, and the proven ability to write material successfully targeted at a variety of media outlets
4. Experience of organising media events, launches and photocalls
5. Strong news sense and a good knowledge of the needs of national and regional media.
6. Experience of word processing packages and organising targeted press mail-outs using a media database system.
7. Ability to work proactively on own initiative, and to work flexibly as part of a team
8. Ability to create and maintain a network of media contacts
9. A proven high standard of written English, and demonstrable oral communication and interpersonal skills
10. Willingness and ability to travel in England and Wales and to provide out-of-hours cover for media enquiries.
11. Well-developed prioritising skills, and the ability to work to tight media and internal deadlines
12. Demonstrable understanding of, and commitment to, Mind's Equal Opportunities Policy.
13. Demonstrable commitment to Mind's mission and values, and an understanding of Mind's work.

Desirable criteria

1. Voluntary sector experience (in-house or working on a charity account)
2. Knowledge of current mental health issues, and government policy.
3. Some contacts with key national health and social affairs journalists.
4. Direct or indirect experience of mental distress.