

## JOB DESCRIPTION

Job title	Senior Media Officer
Pay band	5
Purpose of role	Supports the Head of Communications in implementing the external communications strategy of Consumer Focus through contact with media to protect, maintain and enhance the reputation of the organisation.
Reports to	Media Relations Manager
Direct reports	None
Key (peer) relationships	Public Affairs team Programme teams
Key accountabilities	<ul style="list-style-type: none"> <li>• Design and implement the media and public relations plans supporting the strategy as set out by the Head of Communications to promote Consumer Focus projects, events and developments across the national, regional and specialist media.</li> <li>• Identify newsworthy projects and effective ways to communicate the organisation's work to the media (using case studies, selling in features, organisations, media briefings/conferences) to raise awareness of the organisation in the public eye.</li> <li>• Responsible for materials on specific topics including press releases, media responses, articles, letters and briefings.</li> <li>• Provide media briefings to the Consumer Focus Chair and CEO as well as other staff regarding media interviews to ensure the organisations image is presented professionally.</li> <li>• As a project team member, provide expert communications advice and support promoting positive relationships between the communications team and other Consumer Focus staff.</li> <li>• Research and compile information, as required, to inform or supplement existing policy work.</li> <li>• Provide speech writing support to CEO, Chair and others as needed</li> <li>• Develop and sustain wide-ranging contacts within media and other relevant organisations.</li> </ul>
Knowledge and Skills	<p>The post holder will have the following experience and knowledge:</p> <ul style="list-style-type: none"> <li>• Educated to degree level, equivalent relevant qualification or experience</li> <li>• Ability to communicate complex information in a media friendly format</li> </ul>

	<ul style="list-style-type: none"> <li>• Excellent analytical skills and sound professional judgment</li> <li>• Strong experience in media, public affairs or public relations work in a high profile organisation.</li> <li>• Track record of developing and implementing successful media/public relations campaigns.</li> <li>• Speech writing experience</li> <li>• Thorough knowledge and understanding of UK media</li> <li>• Project management experience (desirable)</li> </ul>
Competencies	<p>Identify competency and level required:</p> <ul style="list-style-type: none"> <li>• Purposeful and responsive influencing – Level 2</li> <li>• Filtering, judging and acting – Level 2</li> <li>• Integrity – Level 2</li> <li>• Walking the talk on customer service – Level 2</li> <li>• Working together for the business – Level 3</li> <li>• Relationship building – Level 1</li> </ul>
Location	London, with some UK travel