



Role Profile

The Role			
Role Title:	National Media Manager	Reporting to (job):	Head of Press, Media & Social Engagement
Legacy job titles covered by this role profile:	N/A	Jobs that typically report into this role:	National Press Officer Prosecution Communications Manager
Function / Org Unit	Press, Media & Social Engagement / Communication, Marketing & Fundraising	Job Number:	
Base and travel	Southeast hub / HQ	Band (<i>to be assigned by Reward</i>)	UC
Role Dimensions			
Number of direct reports	6	Manager/Individual Contributor:	Manager
Number of dotted line reports	0	Budget (Operating/Capital)	0
Total No of Reporting Staff (include all direct and indirect reports)	6	Decision Making Authority & Responsibility for Resources	Authority to sign off press statements and Press Releases; Authority to sign off on-call overtime, expenses claims annual leave and TOIL; Responsibility for: leading on crisis comms where needed; in liasion with the executive leadership team

			<p>including the Chief Executive and chair of trustees where needed.</p> <p>Making judgement calls on how the RSPCA will be perceived by the media and general public based on what comms are sent out;</p> <p>Responsible for: Liaising with the senior celebrity manager around media events and issues where there is celebrity interest or potential involvement in order to maximise opportunities.</p> <p>Responsible for: Provide ongoing impact reports to the Head of Media, AD of Marketing and Comms and Director of Engagement and Income Generation on the work of the media team, analyse the results and take forward learnings</p>
Working Environment	Office/home based; Being on a rota to provide support to the on-call press officer and/or social media officer if needed.		
Role Purpose	<p>Working with the Head of Media & Social Engagement and other managers in the media team to develop and implement the media strategy to ensure we are targeting the right audiences with the right messages at the right time.</p> <p>Supporting your line reports to plan proactive comms campaigns, seize on opportunities for responsive comms and handle reactive enquiries to enhance the charity’s reputation in the national print, broadcast and online media.</p>		

Principal Accountabilities	<p>Provide professional support to line reports acting as the first point of contact assisting in the production of press releases, Q&As, statements and other assess, checking them to ensure quality, accuracy, newsworthiness and consistency with brand style.</p> <p>To advise, support and mentor the National Press Officers, supporting them to plan, execute and evaluate campaigns - integrated fundraising campaigns, advocacy campaigns and Thought Leadership programme.. To lead on major campaigns where needed.</p> <p>To line manage and support the Prosecution's Communication Manager, helping to identify where prosecution communications can feature across the society's channels.</p> <p>Responsible for the recruitment and selection of national press officers in consultation with the Head of Media. Support press officer training during the induction programme, and continuing ad hoc training requirements.</p> <p>To ensure the output of the national press officers and prosecutions communications manager is accurate, legally sound, the right tone, that it conveys the right messaging and protects and enhances the reputation of the RSPCA to ensure our brand strength</p> <p>To support your team in prioritising their workload in line with the strategic priorities identified by the executive leadership team.</p> <p>To identify issues which could potentially damage the organisation's reputation and recommend actions to mitigate these risk and prepare reactive comms where necessary</p> <p>To play an active role in preparing for and implementing responses to crisis situations and lead on crisis comms where needed</p> <p>To keep up to date with and where appropriate implement best practice within the charity sector and changes to communications innovation, legislation and codes of practice.</p> <p>Pitching stories and campaigns to a variety of key contacts in the media (print, broadcast and online)</p>

	<p>Act as a spokesperson for the RSPCA where necessary.</p> <p>Oversee media monitoring, provide ongoing to impact reports to the Head of Media, AD of Marketing and Comms and Director of Engagement and Income Generation on the work of the media team, analyse the results and take forward learnings</p> <p>Work with the Regional Media Manager and Head of Media to renegotiate monitoring contracts.</p> <p>To deputise for the Head of Media, Press & Social Engagement and the regional media manager during absence/leave.</p> <p>Liaise with other charities to facilitate joint working and determine when it is appropriate/beneficial to the RSPCA.</p> <p>To oversee/approve production of media releases/statements, briefing materials and features material which are on brand and suitable for the target audience</p> <p>To seize opportunities and identify matters within the national media on which we should comment or take action.</p> <p>To produce copy/statistics on media relations for key publications, including the Annual Review and reports to Council.</p> <p>To joint-lead (alongside the Regional Media Manager) on media training for the rest of the Society including new intakes of inspectors, officers, scientific officers, other members of staff, branches and volunteers if needed.</p> <p>Review and update Team policies and working practices on a regular basis with support from the Regional Media Manager.</p> <p>Liaise with the senior celebrity manager around media events and issues where there is celebrity interest or potential involvement in order to maximise opportunities.</p>
Key Interfaces	<p>Dealing with confrontational responses to negative media enquiries or handling and mitigating potentially negative issues which have not yet become public.;</p> <p>Working with tight deadlines from internal and external demands; Dealing with unexpected and unforeseen circumstances which cannot be planned in;</p>

Internally

- Head of Media - providing support and deputising as needed
- Media team managers, working closely to implement the media strategy to targeting the right audiences with the right messages at the right time.
- Executive leadership team member to support with media communications requirements and provide information as needed
- Press officers - checking Press Releases and statements, providing guidance and general day-to-day management
- Prosecutions - checking facts, deciding what information can be released to the media
- Inspectorate - checking facts, getting updates on incidents, arranging interviews, preparing statements on any negativity they experience, guidance on media work,
- Animal Centres - checking on animals in our care as part of rehoming appeals, arranging filming, interviews, providing guidance re the media, arranging VIP visits
- Animal hospitals - checking on condition of animals taken in, looking for case studies, finding interviewees, providing media guidance
- Legal - liaising Chief Legal Officer on crisis comms when required and giving advice on how the media may react to different situations
- Income generation - finding and providing content for appeals, emails, campaigns etc which are legally safe to use, giving guidance on media coverage
- Internal comms - providing regular media coverage updates
- Events - providing guidance on media coverage, celebrity involvement and press interest
- Social media - supporting the team with statements and guidance with contentious issues online
- Science teams - checking facts, getting up to date information on animal care and welfare in response to media enquiries, arranging interviews, media training and providing guidance on the media
- Campaigns - supporting with press coverage, celebrity involvement, guidance on media, media training
- Colleagues across the RSPCA to publicise and support their work in line with the strategic priorities of the RSPCA.

Externally -

- Journalists - responding to media enquiries from (potentially confrontational) journalists and media, crisis comms, offering guidance on RSPCA policy and advice. Selling in stories proactively to the media. Liasing with reporters who have written or are planning to write disparaging stories about the RSPCA. Building relationships with key contacts and news desks at national media outlets.

	<ul style="list-style-type: none"> - Charities and organisations within the charitable sector - passing on information and co-ordinating campaigns, liaising on sector wide crisis stories - Council/police/government press offices - fact checking and providing guidance on the RSPCA's role and work as part of joint working, negotiating what information is contained in media material. -
The Person	
Personal Attributes and Key Competencies	<ul style="list-style-type: none"> • Sound legal and data protection knowledge; • Highly organised; • Excellent writing skills and news sense; • Good people management skills; • Strong decision-making skills; • Resilience • Ability to act quickly • Strong communication skills • Adaptability - be able to change plans at pace
Essential Key Skills, Qualifications & Experience	<p>A-levels or equivalent (including GCSE English)</p> <p>Journalism or marketing qualification or extensive experience of managing a busy press team</p>
Desirable Key Skills Qualification & Experience	<p>Management experience</p> <p>NCTJ or equivalent including media law</p> <p>Line management experience</p>

Creation and Authorisation			
<i>Statements in this Role Profile are intended to reflect, in general, the duties and responsibilities of the position, but are not to be interpreted as totally inclusive.</i>			
Profile written by:	Catherine Peerless	Role:	Head of Media, Press & Social Engagement
Approved by (operations):		Date:	12/07/2022
		Role:	
Approved by (HR):	Luan Moorshead	Date:	15/7/22
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