



Role Profile

The Role			
Role Title:	Regional 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:	Regional press officer Welsh media manager Prosecutions communication manager (if required)
Function / Org Unit	Press, Media & Social Engagement / Communication, Marketing & Fundraising	Job Number:(<i>to be assigned by Reward</i>)	
Base and travel	Southeast hub / HQ /London hybrid	Band (<i>to be assigned by Reward</i>)	UC
Role Dimensions			
Number of direct reports	5	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)	5	Decision Making Authority & Responsibility for Resources	Authority to sign off press statements and Press Releases; Authority to sign off on-call overtime and expenses claims;

			<p>Responsibility for: of leading on crisis comms where needed; in liaison with the executive leadership team including the Chief Executive and chair of trustees</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 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>
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	<ul style="list-style-type: none">Working with the 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.Support your team to plan proactive comms campaigns, seize on opportunities for responsive comms and handle reactive enquiries in developing a national media relations vision to enhance the charity's reputation in the national print, broadcast and online media.		

Principal Accountabilities	<p>Provide professional support to line reports acting as the first point of contact for 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 and support regional press officers and Welsh media officers to plan, execute and evaluate campaigns - integrated fundraising campaigns, advocacy campaigns and Thought Leadership programme.helping them to develop and deliver ideas and press campaigns. To lead on major campaigns where needed.</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>Line manage the Regional Press Officers(RPO) to coordinate media work and relations. This includes coordinating the regionalisation of national issues and campaigns.</p> <p>Act as a regional spokesperson for the RSPCA on general animal welfare issues, undertaking print / broadcast /online interviews where necessary.</p> <p>Brief relevant RSPCA staff before media interviews to ensure previously drawn up and agreed messages are delivered.</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 National Media Manager and Head of Media to renegotiate monitoring contracts.</p> <p>To deputise for the Head of Media, Press & Social Engagement and the National 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</p>
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	<p>on brand and suitable for the target audience</p> <p>To seize opportunities and identify matters within the 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 National 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 National 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> <p>Ensure updates are given to regional board meetings</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> <p>Internally</p> <p>-Head of Media - providing support</p> <ul style="list-style-type: none"> - 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

	<ul style="list-style-type: none"> - 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. - Branches and BPMs, providing support with reputational management, proactive comms and media training <p>Externally</p> <ul style="list-style-type: none"> - 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. Liaising 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. - 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>
Personal commitment to:	<p>Adhere to the Society's charitable objectives, which are to promote kindness and prevent or suppress cruelty to animals.</p> <p>Take care of their own health and safety and that of others who may be affected by their acts and omissions.</p> <p>Uphold the RSPCA's core values</p> <p>Cooperate with Society policies and procedures</p> <p>Understand and comply with any Society Code of Conduct.</p>
RSPCA Core Values	<p>Our values for our employees, volunteers, trustees, branches and future members of our Community Engagement Programme guide everything that we do.</p> <p>They also guide how we work to rescue and care for animals and how we work with individuals, families, communities and other organisations.</p>

	<p>We are compassionate: we care deeply about the lives of animals, we have empathy for people, we act with kindness and consideration at all times</p> <p>We are inspirational: we are life changing, we inspire by taking the lead, we speak up when others don't, we take brave decisions, we change animals' lives for the better.</p> <p>We are committed: we never give up, we have energy and determination, we rescue animals from cruelty and neglect, giving them new opportunities and supporting others in doing so, and advocate for all animals at risk of harm.</p> <p>We are expert: we have expert knowledge which we willingly share, we act on the basis of evidence, we underpin our decisions and actions with science, data and experience.</p> <p>We act with integrity: we are honest and trustworthy, we act with integrity, we do what's right.</p>
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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	Date: 12/07/22
Approved by (operations):	Role:	Date:
Approved by (HR): Luan Moorshead	Role: HRBP	Date: 28/7/22
Date Job last evaluated: July 2022		