

# Media Officer (National) Job description

Together we are help and hope for everyone living with dementia



# Who we are

## Dementia is the biggest health and social challenge of our time.

There are currently estimated to be 900,000 people in the UK with dementia. Many are undiagnosed and facing the realities of their condition alone.

At Alzheimer's Society we're working towards a world where dementia no longer devastates lives. We do this by giving help to those living with dementia today and providing hope for the future.

We're here for everyone living with dementia.

As a Society, we are made up of people with dementia, carers, trusted experts, campaigners, researchers and clinicians. We are the UK's largest collective force of people with unparalleled knowledge and over 40 years of experience addressing the biggest challenges facing people living with dementia.

## Together we are help and hope for everyone living with dementia.

# Our values

Our values tell everyone who we are as an organisation. Our values make sure that our focus is clear for the challenges and opportunities ahead and remind us what we all stand for. Our values are evident in everything we do, how we do it and how we work together.

These are not just words on a wall, we live these every day in all our work. We are Determined to make a difference when and where it matters most, by being passionate, focussed and making a lasting impact for people affected by dementia.



### Determined to make a difference

We're passionate, we're focused and we make a lasting impact for everyone living with dementia.



### Trusted expert

We're listening, we're learning and we use experience and evidence.



### Better together

We're open, we combine our strengths and we achieve more together.



### Compassionate

We're kind, we're honest and we don't shy away from challenges.

Through our values we will make the greatest difference for people affected by dementia. Whether you are someone living with dementia, a family member or carer, a supporter, a donor, a colleague from another organisation, an employee or a volunteer, these four values will shape your experience with Alzheimer's Society.

# Media Officer

## Position in the Organisation

Reports to the Senior Media Manager  
Member of our Media team.  
Part of our Research and Influencing directorate.

## Purpose of this Role

We are here for anyone affected by dementia to help them navigate some of the hardest and most frightening times of their lives.

We are advisors, supporters, fundraisers, researchers, influencers, communicators, technical specialist and so much more. We are volunteers, we are employees, and together we are here to make a difference to the lives of people living with dementia and their carers.

Our busy, award-winning national media team is looking for a proactive, strategic and experienced media officer to deliver our proactive and reactive media activity.

This is a full-time, permanent role and you'll be joining the organisation at an exciting, defining and hopeful time for dementia.

The successful candidate will use their press office skills and experience to work flexibly across priority campaigns to secure consistent, quality media coverage that instigates and sustains dialogue on dementia, so that it is seen as a priority amongst influencers and decision-makers, and galvanises people to join us as part of a social movement for change and support our work.

You'll have a nose for what makes a good media story and will devise and deliver media activity involving our storytellers, high-profile celebrity ambassadors and supporters, researchers and thought leaders. Your work will show the devastation of dementia, while sharing the help available and the hope the future brings.

We are looking for someone who exemplifies our values, someone who is: Determined to make a difference when and where it matters most. A Trusted Expert who believes in working Better Together and demonstrates true Compassion.

## Key Accountabilities and Responsibilities

- Work with colleagues to devise and implement creative media strategies to engage key audiences and promote Alzheimer's Society's campaigns and services in the national press
- Manage all media projects assigned to you, ensuring objectives are set, integrated with activity across the Society and successfully implemented and evaluated
- Play an active role in our busy responsive and proactive press office, spotting opportunities in the media and proactively pitching stories and content including case studies, dementia information and advice, and opinion pieces, and taking part in our reactive rota to ensure all enquiries are handled in a timely and efficient way. (Time off in lieu offered for out of hours work.)
- Produce compelling, easy to understand media materials as required, including news releases, statements, features, key messages and briefings.
- Enhance and protect the Society's reputation in the media by proactively identifying media opportunities and drafting proactive or reactive press statements on behalf of the Society's senior leadership team.

- Develop relationships with key external journalists to ensure that Alzheimer's Society is seen as the 'go-to' voice on dementia issues in the media
- Represent the Society, its policies and views at external meetings as required
- Contribute to crisis communications / reputation management processes as required
- Support the media assistant in monitoring, reporting and evaluating the Society's media coverage

## We are looking for someone who can...

- Adhere to all the Society's service standards, policies and procedures.
- Comply with the data protection regulations, ensuring that information on clients remains confidential.
- Be responsible for personal learning and development, to support the learning and development of others and the whole organisation.
- Work in a manner that facilitates inclusion, particularly of people with dementia.
- Implement the Society's health and safety policy and procedures, ensuring that all practices and procedures are undertaken in accordance with a healthy and safe working environment and that all staff and volunteers for whom you may be responsible are aware of their responsibilities in respect of their role, monitoring data and recommending action as required.
- Administrate and organise own work to ensure that it is accurate and meets quality targets, reasonable deadlines, and reporting requirements.
- Follow the Society's management information guidelines and requirements, including ensuring appropriate monthly measures on service usage levels are collected and submitted on the services database or other systems in accordance with deadlines.

## Person Specification and Selection Criteria

Skills & Knowledge	Essential (E) or Desirable (D)	Application (A) or Interview (I)
Excellent understanding of the national media and its requirements	E	A/I
Evidence of having achieved significant and effective national media coverage, in line with organisational objectives	E	A/I
Demonstrable experience of working in a press office, handling incoming media requests and proactively seeking coverage opportunities	E	A/I
An ability to understand information and translate it into lay person terms in a timely and effective manner	E	A/I
Knowledge of using social and digital media to increase reach and impact of communications	E	A/I
Experience of managing multiple projects at once	E	A/I
Ability to influence others with different priorities to achieve shared goals	E	A/I
Experience of supporting people to speak to the media	E	A/I
Understanding of reputation management and crisis communications	D	A/I
An understanding of the political landscape and how to influence decision makers	D	A/I
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Experience of working within the third sector	E	A/I

Competencies & Personal Attributes	Essential (E) or Desirable (D)	Application (A) or Interview (I)
Be a team player, supporting colleagues when there are deadlines, and who knows when to ask for help themselves.	E	A/I
Be a self-starter and incredibly motivated.	E	A/I

Excellent organisational and timekeeping skills.	E	A/I
Excellent attention to detail.	E	A/I
Non-judgemental communication	E	A/I
Commitment to and understanding of equal opportunities	E	A/I
Understanding of the inclusion agenda and its relevance within a diverse society	E	A/I

Essential requirements are those, without which, the post holder would not be able to fulfil the responsibilities of the role. Desirable requirements are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

# Our benefits



## Financial Security

- Group Personal Pensions Plan with Scottish Widows - with up to 8% employer contribution rate
- Life Assurance Scheme - two times your annual salary
- Society Plus and Smart Spending App - giving you unbeatable savings at hundreds of retailers
- Bike Loan Scheme
- Season Ticket Loan Scheme



## Health & Wellbeing

- BUPA Healthcare Plan
- 24/7 Employee Assistance Programme including online and face to face counselling
- Discounted Gym Membership with Society Plus
- Lived Experience Networks
- Wellbeing Events
- Bike Loan Scheme



## Personal Development

- Apprenticeships
- Women in Leadership development programme
- Leadership development programme
- Early career researchers
- Financial support towards relevant professional qualifications
- Study leave



## Family & Dependants

- Paid time off work for fertility treatment
- Paid time off work to support those transitioning
- Enhanced family leave – 16 weeks paid leave for all eligible parents
- Paid compassionate time off work and bereavement leave
- Paid time off work for dependants



## Recognition

- Annual people awards evening
- Long service awards
- Thank you eCards
- Values Hero and Society Legend Awards



## Work Life Balance

- Starting at 27 days annual leave plus bank holidays (pro-rata)
- Career breaks
- Flexible working