

Regional Media Officer - Northern Ireland, North East and North West

Job description

Together we are help and hope for everyone living with dementia



Who we are

Dementia is the UK's biggest killer. One in three people born in the UK today will develop dementia in their lifetime.

At Alzheimer's Society, we're the UK's leading dementia charity and the only one to tackle all aspects of dementia by giving help and hope to people living with dementia today and in the future. We give vital support to people facing the most frightening times of their lives, while also funding groundbreaking research and campaigning to make dementia the priority it should be.

Together with our supporters, we're working towards a world where dementia no longer devastates lives.

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 of 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.

Regional Media Officer - Northern Ireland, North East and North West England

Position in the organisation

- Reports to the Regional Media Manager
- Member of our Media
- Part of our Income and Engagement directorate

Purpose of this role

At Alzheimer's Society 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 with dementia and their carers.

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

- Manage all media projects assigned by the Senior Regional Media Manager or Regional Media Manager, ensuring objectives are set, integrated with activity across the Society and successfully implemented and evaluated.
- Proactively identify and implement ways to promote Alzheimer's Society's fundraising, services, research and community engagement activities through traditional and digital media.
- Work with the Regional Media Manager and/or Senior Regional Media Manager and members of directorates to devise and implement media strategies to engage with key audiences and promote Alzheimer's Society's fundraising, services, research and community engagement programmes.
- Position Alzheimer's Society in the media outlets as required as the rallying point of the dementia movement through high-profile campaigns and stories that galvanise individuals to join with us and be part of a social movement for change.
- Build proactive relationships with Local Influencing teams across the region, identifying and delivering media opportunities that strengthen and support influencing and organisational priorities.
- Promote the Society across regional and local media outlets, integrating with other communications teams including digital media as relevant.
- Respond to and manage regional media enquiries from all journalists, supporters, services and the general public.
- Produce media materials and copy as required including press releases, articles, blogs, key messages, briefings, photocall notices and ensure their follow-up.
- Generate creative content to support PR campaigns including, but not limited to, photography, video and infographics.

- Enhance and protect the Society's reputation in the media by identifying media opportunities and drafting proactive or reactive press statements on behalf of the region's senior management 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.
- Work with the celebrity team to maximise media opportunities presented by celebrity involvement. Arrange press conferences and photo calls as appropriate.
- Sit on and contribute to planning groups with members of other directorates ahead of fundraising or community engagement related media launches.
- Represent the Society, its policies and views at meetings with external agencies and other bodies as requested.
- Support the Media Assistant in monitoring, reporting and evaluating the Society's media coverage.
- Manage relationships with key external figures who are involved with the media work of the Society, e.g. journalists, celebrities, trustees, Society spokespeople, MPs etc. as required
- Identify and develop people affected by dementia as storytellers.
- Support and develop Alzheimer's Society media spokespeople with coaching and training, ensuring anyone speaking on behalf of the Society is fully briefed in a timely fashion.
- Undertake any other duties or projects commensurate with the nature and grade of this post as required.

Other tasks

- Travel throughout defined regions and undertake evening work and overnight stays as required.
- Support the media team to deliver a 24/7 media service.

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.
- Champion the diverse needs of people affected by dementia by working in a manner that facilitates inclusion and collaboration, within and beyond the Society.
- Support and enable volunteering activities.
- 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.
- Be responsible for personal learning and development, to support the learning and development of others and the whole organisation.
- Administrate and organise own work to ensure that it is accurate and meets quality targets, reasonable deadlines and reporting requirements.
- Work to embed a culture of inclusion and collaboration, within and beyond the Society.

Person specification and selection criteria

Skills & knowledge	Application (A) or Interview (I)
Education to degree level and/or equivalent expertise by practice.	A/I
Minimum two years' experience in a communications or PR role	A/I
Excellent written and verbal communication skills	A/I
Strong interpersonal, presentation and promotional skills	A/I
An ability to understand information and translate it into lay person terms in a timely and effective manner	A/I
Excellent understanding of the regional and local media and its requirements	A/I
Experience of developing media plans, key messages and briefing spokespeople	A/I
Able to motivate and empower others to speak to the media	A/I
Strong IT skills	A/I
Demonstrable experience of working in a high-profile and high achieving media office	A/I
Ability to influence others with different priorities to achieve shared goals	A/I

Competencies & personal attributes	Application (A) or interview (I)
Work collaboratively and be able to prioritise your workload effectively and remain solution focussed throughout your areas of work.	A/I
Able to plan, prioritise and deliver to tight timescales with excellent attention to detail	A/I
Strong interpersonal and interpretation skills will allow you to have open jargon-free conversations with the business.	A/I
Excellent organisational and timekeeping skills.	A/I

A clear desire to champion the diverse needs of people affected by dementia	A/I
Be a strong team player, supporting colleagues when there are deadlines, and who knows when to ask for help themselves.	A/I
Able to build positive relationships and connect with storytellers (case studies) and staff across the Society	A/I
Be a self-starter and incredibly motivated.	A/I
Encourages positivity and takes an optimistic approach	A/I
Able to implement and promote organisational decisions and policies positively	A/I
Able to demonstrate a consistent approach towards others and operate with confidence and integrity	A/I
Able to demonstrate the drive necessary to deliver results and remain undaunted by setbacks	A/I
Seek appropriate opportunities to be involved in the wider aspects of the organisation's work	A/I
Work collaboratively and be able to prioritise your workload effectively and remain solution focussed throughout your areas of work.	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.

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Criminal Record Check

This post may be subject to a satisfactory Criminal Records Check, from either the Disclosure and Barring Service (England & Wales), Disclosure Scotland Check (Scotland) or AccessNI (Northern Ireland). Please select the level of Check required for this role:

- Basic ☐
- Enhanced ☐
- Not Applicable ☒

Candidates - If you require further information regarding Criminal Records Check, then please contact: careers@alzheimers.org.uk

Hiring Managers - If you require further information regarding Criminal Records Check for this role, then please contact: Employeesupport@alzheimers.org.uk

Our benefits



Financial Security

- Group Personal Pension 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



Health & Wellbeing

- Health Cash Plan
- 24/7 Employee Assistance Programme including online and face to face counselling
- Discounted gym membership with Society Plus
- Lived Experience Networks
- Mental health app and unlimited therapy



Personal Development

- Apprenticeships
- Women in Leadership development programme
- Leadership development programme
- Financial support towards relevant professional qualifications



Family & Dependants

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



Recognition

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



Work Life Balance

- Annual leave of 27 days increasing to 30, plus bank holidays
- Career breaks of up to 3 months
- Flexible working
- Wellbeing leave