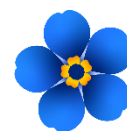


Determined to make a difference: for people affected by dementia

Can you lead the change?

Senior Media Manager





Senior Media Manager

Alzheimer's
Society

Position in the Organisation

- Reports to the Head of Media
- Line-manages Media Officers/possibly Senior Media Officer/Media Assistant
- Job share with one other Senior Media Manager, peer within Senior Media Management team (three National, one Regional), working closely with Senior Social Media Manager and Senior Celebrity & Ambassador Manager
- Liaison at all levels of the organisation, including advising the Senior Leadership Team and other senior colleagues, including the CEO, on media issues
- Represent the team and department at meetings with key external and internal stakeholders, including high level meetings and planning boards

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.

The Senior Media Manager will play a vital role in ensuring that dementia is prominent in the media, increasing awareness of Alzheimer's Society's brand as the UK's leading dementia charity and ensuring that dementia is made the health priority it needs to be. This role will work alongside a peer group of two other national Senior Media Managers, one regional Senior Media Manager as well as the Head of Media, to lead a high performing national media team, delivering ambitious, creative and impactful campaigns and coverage across a diverse range of media.

The post-holder will work across our research, influencing, fundraising, brand, services, innovation and corporate partnerships media activity, liaising with colleagues at varying levels of seniority across the organisation. As well as the national media team, they will work closely with the Regional Media Team, Social Media Team and Celebrity & Ambassador Team, driving our priority External Relations campaigns and matrix managing high profile and complex projects.

The Senior Media Managers are responsible for line managing Media Officers/Senior Media Officers and will oversee the day to day running of a busy, proactive and reactive press office, ensuring processes and ways of working are effective and leading change where needed.

The post-holder will support the Head of Media to plan and drive forward the strategic direction of the team, in line with the Alzheimer's Society corporate strategy, crucially demonstrating the impact of our work. They will influence and negotiate at all levels of the organisation to deliver strategic outcomes.

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

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- Lead in the development, implementation and evaluation of audience-centric, integrated media and communications strategies, that promote our brand, engage with diverse audiences and crucially have impact.
- Lead, inspire and develop a high-performing and motivated team, encouraging an open and honest culture of feedback, proactive, effective and efficient team working.
- Work with peers to lead the day to day running of the national press office, overseeing processes and ways of working and driving change where needed.
- Promote the Society across national press, broadcast and online media, consumer and trade publications and other identified media, including identifying media opportunities, writing comment pieces, press releases and statements.
- Negotiate with and influence stakeholders at varying levels of seniority.
- Lead External Relations priority communications plans, matrix managing colleagues from across the department.
- Develop spokespeople throughout the Society, including employees and supporters.
- Support the Head of Media on annual media strategy, team planning and evaluation and deputise for the Head of Media as appropriate.
- Support the establishment of the Society as a thought leader, including proactively leading areas of work to support this, and creating profile-building programmes for the CEO, and other senior colleagues.
- Together with the Head of Media, manage the Alzheimer's Society's positive reputation in the media, respond to journalists' enquiries during any crisis.
- Work to raise the profile of the media team within the organisation - ensuring that all parts of the organisation understand what it does and how it can support them.
- Build and maintain positive relationships with key journalists and target media using a range of techniques.
- Where applicable manage the budget for projects, ensuring it is spent efficiently and in accordance with internal policy.

Other tasks

- Occasional travel may be required, undertaking evening work and overnight stays as required (TOIL is offered). This includes attending our London office for monthly team office days.
- Taking part in a reactive press office rota and an out-of-hours rota
- Take on additional duties as requested by the Head of Media commensurate with the nature and grade of this post as required.

We are looking for someone who can...

- Strategically plan and implement ambitious and high profile media campaigns.
- Lead teams and line reports to develop within their roles and be the best they can be. Manage recruitment and performance issues where required.
- Juggle multiple projects and sometimes conflicting priorities.
- Role model proactivity in your work, spotting opportunities, bringing creative flair and encouraging the team to try new things.
- Foster productive partnerships with a broad cross-section of teams across Alzheimer's Society, influencing and engaging senior colleagues where appropriate.
- Adhere to all Alzheimer's Society service standards, policies and procedures.
- Comply with the data protection regulations, ensuring that information remains confidential as required.
- Champion the diverse needs of people affected by dementia by working in a manner that facilitates inclusion and collaboration, within and beyond the organisation.
- 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
- Take responsibility 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

Person Specification and Selection Criteria

Skills & Knowledge	Essential (E) or Desirable (D)	Application (A) or Interview (I)
Experience of working to a senior level in media relations	E	A/I
Excellent understanding of the national media landscape and its requirements	E	I
Demonstrable experience of developing integrated, creative communications strategies and leading campaign implementation	E	I
Strong leadership skills - experience of leading a team and supporting individual and team development	E	A/I
Evidence of having achieved significant and effective national media coverage for key projects and campaign activity, in line with organisational objectives	E	A/I
Experience of positioning an organisation and individuals in the media as thought leaders		A/I
Demonstrable experience of evaluating impact of media and communications activity	E	I
Understanding of reputation management and crisis communications	E	I
Excellent written and verbal communication skills	E	A/I
Experience of writing successfully for a range of audiences	E	A/I
Experience of leading complex projects across a diverse organisation	E	I
Ability to influence others with different priorities to achieve shared goals	E	I
Experience of supporting others to speak to the media	E	I
Evidence of proactively building relationships and networks internally and externally	E	I
Strong IT skills (Microsoft Office, experience using media databases and monitoring platforms)	E	A/I
Experience working in the charity sector / charity PR	D	A/I

Experience managing budgets	E	A/I
Experience working with agencies, contracted suppliers and external partners on communications activity	D	I
Competencies & Personal Attributes	Essential (E) or Desirable (D)	Application (A) or Interview (I)
Takes ownership and shows initiative	E	I
Proactive, creative, dynamic and collaborative approach to work	E	I
Confident and able to negotiate and persuade senior stakeholders	E	I
Committed to championing the rights of people living with dementia	E	I
Proactively seeks solutions to problems including innovative ways of working	E	I
Passion to support others to communicate effectively	E	I
Commitment to the mission, values and goals of Alzheimer's Society	E	I
Leads by example, influencing and inspiring confidence in others	E	I
Sets and works to clear expectations and achievable goals that deliver on strategic ambitions	E	I
Encourages teams and directorates from across their organisation to work together	E	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



Family & Dependants

- Time off work for fertility treatment
- Time off work to support those transitioning
- Enhanced maternity and adoption leave
- Enhanced paternity leave
- Compassionate time off work and bereavement leave
- Time off work for dependants



Work Life Balance

- Minimum 27 days annual leave (pro rata'd according to start date) plus bank holidays (rising to 30 days in your second year of service with the Society)
- Career breaks
- Flexible working



Personal Development

- Apprenticeships
- Women in Leadership development programme
- Leadership development programme
- Early career researchers
- Financial support towards relevant professional qualifications and memberships
- Career progression pathways



Recognition

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

