#### DEPARTMENT: External Affairs

# JOB TITLE: Head of Media

##### WORKING BASE: Samaritans’ General Office, Ewell, Surrey

##### DESCRIPTION UPDATED: January 2020

1. **MAIN PURPOSE OF JOB**

* To develop, manage, and evaluate Samaritans’ media plan to ensure positive, high volume awareness of Samaritans in the minds of target audiences including those most vulnerable to suicide, opinion formers, potential donors and supporters and other organisations in the sector
* To be responsible for any reputation management, working closely with the Executive Director and protect the organisation’s reputation with the public
* To build and maintain senior level relationships with all relevant media and key stakeholders, acting as a spokesperson when necessary, and the first point of call on matters related to the organisation’s image and reputation
* To oversee the smooth running of the Media Team to ensure priority objectives are achieved in line with press and media strategy and associated plans.

1. **POSITION IN ORGANISATION**

* Reports to Assistant Director of Communications
* Manages the media team
* Works closely with External Affairs Department Assistant Directors and Heads of Teams and with peers/key teams across Samaritans
* Liaises and works closely with the CEO, Chair and Trustees, experts, all Directors including the Nations, colleagues from all departments, and Regional Directors, providing advice and guidance on any press and media issues.

1. **DUTIES & RESPONSIBILITIES**

* Planning, management & delivery of media strategy, including press and PR communications
* Responsible for delivering all proactive, reactive and crisis media activity for Samaritans
* Protect and limit damage to the reputation of Samaritans and manages any potential negative publicity by advising on, preparing and implementing crisis management plans
* Lead on major external initiatives/partnerships
* Line management & team building
* Ongoing management of KPIs, benchmarking and reporting to measure and report appropriate metrics to demonstrate impact and improve learnings
* Day-to-day responsibility for the management of the media team budget
* Day to day management of Samaritans relationship with the public
* Manages the artist and ambassador liaison programme
* Oversee provision of relevant support and advice for staff and branches on all press, media and PR-related matters
* Working on planning and prioritisation of our Key External Moments calendar to reflect our public policy priorities
* Working closely with stakeholder teams (fundraising/partnerships/digital/influencing etc) to ensure fully-integrated planning across all comms channels
* Implement and deliver strategy and oversee delivery of related activity plans to positively promote Samaritans and Samaritans’ services to potential and existing callers, volunteers, supporters and opinion formers
* Liaise with Nations colleagues to ensure effective and integrated approach to Nations media activity
* Review and evaluate media coverage and the effectiveness of all strategies in line with objectives
* Establish and maintain strong relationships with the volunteer and branch network including attendance when necessary at key conferences/meetings across the UK and ROI
* Provide leadership on all media relations, ensuring the organisation appears in a range of national, regional and local media
* Develop and manage relationships with senior Editors / journalists, and experts
* General duties of a Samaritan’s staff member.

**5. QUALIFICATIONS**

* Graduate or qualified by experience.

**6. SKILLS, KNOWLEDGE AND EXPERIENCE**

* Substantial experience in a busy PR/media role, ideally within the third sector, either in house or agency
* Experience of reputational risk/crisis communications
* Line/team management experience
* Proven experience of working with a wide range of media, both proactively and reactively, and of developing and maintaining relationships with journalists
* Experience of writing and delivering media strategies for a range of projects/campaigns
* Experience of writing and delivering media plans to support fundraising campaigns and partners including corporate partners
* Experience of managing celebrity spokespeople and ambassador programmes
* A clear understanding of the UK media and its interests and needs
* A good understanding of integrated communications strategies
* Demonstrable writing and editing skills.

1. **PERSONAL ATTRIBUTES**

* Excellent communication and interpersonal skills; ability to establish and maintain positive relationships with colleagues and volunteers at all levels
* Calm, well-organised, proactive and creative problem-solver
* Ability to work under pressure to meet tight and changing deadlines
* Ability to exercise tact and diplomacy at all times
* Confident and clear communicator in person, by email and on the phone
* Good eye for detail and understanding of the news agenda and how to influence it
* Supportive approach to working with other Heads of Teams
* Prepared to undertake out-of-hours working (some weekend meetings/events, and management of out-of-hours media phone rota and service).

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