

# Senior Media Manager

Join our team and be part of an organisation passionate about making the UK the best place for people with a learning disability to live happy and healthy lives.



## What will you do

Lead on media campaigns from start to finish for key strategic campaigning areas of Mencap's work. This includes:

- Devising the media strategy, identifying key audiences and the channels and tactics to reach them.
- Planning creative tactics that will appeal to media and ensure our messages get cut-through.
- Implementing the media strategy, employing varied media tactics, developing strong briefings for senior colleagues and building excellent relationship management with journalists.
- Evaluate campaigns using media monitoring and evaluation tools as well as qualitative data to report back to senior colleagues and gather insights for planning of future work.
- Liaise with, provide media advice and develop briefs for, senior internal stakeholders incl. executive team and Trustees.
- Manage relationships with senior editorial journalists across print, broadcast and digital platforms.
- Review and develop effective processes to ensure an efficient and successful press office function.
- Play a leading strategic role in working groups.

## What you will bring

- interest in equality and human rights.
- passion for news and storytelling.
- new ideas and fresh perspective.
- dedication to improving the lives of people with a learning disability.
- confidence in working collaboratively and autonomously when needed.

Essential skills/knowledge:

- communication.
- project management.
- knowledge of current affairs and the news media landscape.

## Your experience

Experience of:

- leading complex communications campaigns, (ideally to influence policy makers).
- working with national media as part of a busy press office, implementing new processes for effective working.
- advising senior stakeholders on media, reputational and communication issues.

Experience in:

- producing clear, persuasive and accessible content, digesting and summarise complex information.
- identifying appropriate communications channels. - fostering constructive relationships with stakeholders and balancing differing requests.
- delivering media plans and campaigns and meeting multiple and competing deadlines.



### More information about this role

As a media team, we work to increase representation of people with a learning disability and their experiences in the national media and popular culture. And we work with outlets to influence decision-makers on improving the lives of people with a learning disability.

We are a small but effective team, from setting the news agenda on social care sector pay, to placing people with a learning disability in the press to tell their own stories, to responding to a range of media enquiries about employment, healthcare, transport and much more.

We work closely with colleagues across all teams at Mencap; communications counterparts at other organisations; people with a learning disability and their loved ones; and with national journalists and programme-makers.

### What will mencap give you

As well as a host of competitive benefits, Mencap will give you opportunities to develop as a person, colleague, leader and activist. We want to make you feel inspired to reach your potential.

### How to apply

Please apply with an up to date CV that demonstrates your skills and experiences relevant for this position.

If you require any further information please contact our Recruitment team on 01733 246699.

## Mencap's values and how they apply to this role



We are **PASSIONATE** about making the world a better place

You will have a genuine passion for changing the lives of young people and supporting their transition into work.



We are **INCLUSIVE** of everyone

You will advocate for inclusion in the workplace and be a positive role model for learners.



We are **BRAVE** we challenge and try new things

You will encourage learners to try new things and step out of their comfort zone, being brave when faced with challenges.



We are **POSITIVE** in our work and with each other

You will highlight and celebrate how unique each learner is. You will positively approach their journey to employment.



We are **KIND** to everyone

You will be kind, supportive and encouraging to everyone you interact with.