**Role Profile**

**ROLE TITLE: Media & Stories Officer**

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| **REPORTS TO:**  Head of Media & Digital | **ROLE BAND:** 8 |
| **DIRECTORATE:**  External Engagement | **NO OF DIRECT REPORTS:** N/A |
| **DBS REQUIRED:** No | **LEVEL OF DBS:** N/A |
| **QUALICATIONS REQUIRED:** Educated to degree level or equivalent | |

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| **PRIMARY PURPOSE OF THE ROLE:** |
| Deliver media coverage to increase the profile of Nacro services and campaigns. |

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| **KEY RESPONSIBILITES:** |
| * Deliver media coverage for Nacro through high quality proactive and reactive media engagement. * Gather service user experiences and stories to create compelling media pitches. * Generate proactive ideas for creative media campaigns and coverage to support Nacro’s influencing priorities. * Develop productive relationships with journalists to become go-to organisation. * Work closely with External Engagement to deliver integrated communications approach. |

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| **ESSENTIAL EXPERIENCE** |
| * Proven experience of delivering high quality national media coverage. * Experience of working in a busy press office * Ability to work with competing deadlines * Good understanding of the media landscape * Excellent verbal and written communication skills, including writing for different contexts and audiences * Skilled at writing press releases and media briefings. * Creative thinker to generate new ways of engagement. * Skilled at building positive relationships with colleagues |

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| **DESIRABLE EXPERIENCE** |
| * Experience of working on integrated campaigns * Experience working for a charity or third sector press office * Knowledge of the education, justice or housing sectors |

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| **ORGANISATIONAL PERFORMANCE AND COMPLIANCE** |
| * Actively contribute towards meeting individual and team performance targets in respect of the department. * Take responsibility for committing to learning and development and actively designing actions through the appraisal and supervision process that will help improve practice and support skills. * Maintain up to date records via relevant and appropriate systems within specified timeframes and produce reports as required. * Positively promote and represent Nacro at all times, building strong relationships with colleagues to work as part of an integrated team focused on meeting the needs of services users/learners. * Adhere to Nacro’s Safeguarding and data policies and procedures at all times and comply with legislation and statutory duties and data controls protocols. * Act in line with, promote and carry out all responsibilities with full regard to Nacro’s Equality and Diversity Policy. * Be responsible for reporting any health and safety issues within your sphere of control. * Display professional behaviours that are consistent with company values and serve as a positive role model.   **Your duties may vary from time to time within the broad remit of your role and grade. You are required to undertake any such reasonable and appropriate duties.** |

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| **Line Manager/Head of Dept:** | S. Price |
| **HR Business Partner:** | S. Moore |
| **Date:** | 9 June 2021 |
| **Profile review date:** |  |