



## Job and person specification: Media Manager

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Department: Campaigns and Policy

Location: Central London

Reporting to: Head of External Affairs

Responsible for: Media Officer

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### Job summary – the big picture

- The successful candidate will manage the media team, create and implement media relations strategies and ensure effective relationships with journalists in support of CPRE's aims and objectives.

### Scope

- You will make decisions on day-to-day media relations activities and strategy implementation.
- You will have some autonomy to develop CPRE's media relations strategies but will consult with the Head of External Affairs on significant or medium/high risk decisions.
- You will have some authority to sign off media briefings and other communications for media and public audiences.
- You will make recommendations on media relations strategy and influencing techniques to key internal stakeholders, including CPRE's network of local groups eg CPRE Dorset and CPRE Lancashire.

### Key people – who you will be working with

- Internal – external affairs team, policy teams, Engagement and Income and Chief Executive's office.
- External – most importantly, with journalists – but you'll also represent CPRE at meetings with media teams from other organisations, including other environmental charities.
- Network – regular contact with network team and CPRE's network of local county groups.

### Main areas of responsibility – the day-to-day work

- Develop and deliver media strategies and plans that will maximise CPRE's influence with target audiences.
- Manage CPRE's press office day-to-day, ensuring press enquiries are responded to quickly and effectively.
- Manage the Media Officer and ensure an effective approach to consumer media relations, including building up more case studies and telling the human story of our work.



- Ensure all media work, including spokesperson opportunities, meets a high standard, including through professional and timely training and feedback.
- Produce compelling press releases and other media outputs, often to tight deadlines.
- Establish and maintain a media contact programme, building effective relationships with national journalists and broadcasters.
- Help ensure positive external perceptions of CPRE.
- Provide high quality media briefings for target audiences and colleagues, including regular internal training and knowledge sharing sessions.
- Develop the media team's digital offer, including how we use video for media relations.
- Support CPRE's network of local groups to improve their own regional media relations.
- Role model CPRE's values and behaviours.
- Proactive responsibility for own development and that of others through learning, networking, self-appraisal and other opportunities for growth.
- Support Senior Leadership Team, particularly the Chief Executive, on any other relevant issue as so required.
- Help tell the story of the team's impact through professional media relations measurement and evaluation.

### Selection criteria – what you need to do the job

- Experience of running media operations in a national organisation, including working for charities.
- Significant experience of placing stories and building relationships with journalists.
- Experience of using a wide range of media and PR tactics to promote organisational objectives.
- Significant experience of understanding and influencing the media context in areas relevant to CPRE's purpose.
- Some line management experience.
- Experience of working independently, making sound decisions based on evidence.
- Experience of leading media and PR campaigns including media evaluation.
- Excellent written and oral communication skills.
- Excellent interpersonal skills with the ability to influence others at all levels both internally and externally.
- Ability to translate complex policy messages into clear, accessible language.
- Willingness to deliver an out-of-hours phone contact for press enquiries.
- Occasional evening and/or weekend work will require some flexibility in working hours from time to time.