



**START
SOMETHING**

YOUR NEW ROLE AT THE TRUST

JOB TITLE:	Media Relations Senior Manager	PAY BAND:
FUNCTION:	Communications	Support Delivering Specialist/Managerial Technical Lead/Function Head Senior Leadership Team
THE TEAM:	The Communications team provides the organisation with strategic communications across internal communications, external communications, media relations activity and celebrity Ambassador support.	


WHERE YOU WILL FIT

Deputy Director Comms and Ambassadors	Head of Media Relations	Media Relations Senior Manager	Media Relations Manager and Media Relations Exec OR 3 x Media Relations Execs
---------------------------------------	-------------------------	---------------------------------------	---

HOW DOES THIS ROLE IMPACT YOUNG PEOPLE?

You will play a key part in delivering The Trust's media relations activity, reaching young people and also engaging more partners, organisations and individuals in the charity's work to ultimately increase support for young people.

WHAT WILL YOU DO?

-  To lead on key media communications campaigns and projects
-  To line manage junior team members and deputise for the Head of Media Relations as appropriate
-  To play an active role in crisis communications and managing sensitive issues
-  To deliver campaigns in line with The Trust's overall communications plan and annual campaign timetable
-  To develop and deliver media relations plans for partners
-  To deliver issues-based proactive media relations for The Prince's Trust, responding to the news agenda
-  To maximise coverage across all forms of media, appropriate to each target audience
-  To liaise with stakeholders such as corporate partners, celebrity Ambassadors and their publicists
-  To support the internal directors in England, Wales, Scotland and Northern Ireland with Communications advice and resource as appropriate

THE SKILLS YOU'LL BRING

All of the roles at The Trust are key to our success and there are certain skills we need to be successful. And while we will shortlist the most qualified people for the role, we ask everyone for a supporting statement. If you think you could do the role, but don't have all the desirable experience, we would still love to see an application from you.

WE REALLY NEED YOU TO HAVE THESE

Skills & Knowledge	Why do we need this?
Excellent writing and editorial skills	The role will write and edit press releases and other communications for journalists and other external stakeholders
Excellent understanding of media and their needs	The role will be dealing with journalists on a regular basis
Ability to build excellent working relationships internally and externally with good influencing and diplomacy skills	You will be in regular liaison with senior stakeholders internally and externally, including pitching to journalists and advising and supporting colleagues and partners
Ability to meet deadlines and to prioritise competing deadlines	The Communications team often handles multiple demands and short deadlines
Knowledge of how to deal with young people in a case study/ media context and related confidentiality and legal issues	Writing and editing young people's case studies for the media will be a key part of the role
Experience	Why do we need this?
Experience of working in media relations including proactive media relations, event PR, feature placement, issues based campaigns	This role will need to support a range of media relations activity, from features to news, from fundraising activity to issues based campaigns
Experience of handling sensitive issues in the media	This role will have an active role to play in crisis communications
Experience of offering counsel and media advice to wide range of staff including senior management and regional colleagues	The role will write and edit media briefs for internal spokespeople and deliver verbal briefings
Experience of providing content and copy for social media to support campaign activity	A significant part of the role is working with the digital team on communications for social media which complement overall strategic communications and campaigns

WE WOULD LOVE IT IF YOU COULD DO THIS

Skills and Knowledge	Why do we need this?
Sound judgement especially in terms of communications protocols	The role will support more junior members of the team to make decisions
Experience	Why do we need this?
Experience of a large and complex organisation in the public or voluntary sector	An understanding of the third sector will help when handling charity news in a media context
Experience of managing or leading a team	You will line manage team members and you will play a key role in supporting both the Head of Media Relations and Deputy Director of Communications and Ambassadors
Experience of liaising with celebrity Ambassadors and their publicists	You will play a role in assisting our celebrity Ambassadors to support us in the media






WHAT DO WE EXPECT FROM YOU?



START SOMETHING

OUR VALUES

Our values are at the heart of everything we do – they articulate who we are and how we work together to achieve our aims to help young people.

 <p>Inspiring We lead by example</p>	 <p>Approachable We are open minded and value diversity</p>	 <p>Empowering We enable positive change</p>	 <p>Non-Judgemental We focus on the potential, not the past</p>	 <p>Passionate We are absolutely committed to supporting young people</p>
--	---	--	---	---

Here at The Prince's Trust, we're committed to equality, diversity and inclusion. We want to be an organisation that's representative of the communities we serve, which is why we strive for diversity of age, gender identity, sexual orientation, physical or mental ability, ethnicity and perspective. Our goal is to create an environment where everyone, from any background, can be themselves and do the best work of their lives.

We're a Stonewall Diversity Champion and we are Disability Confident employer. Our staff, volunteers and young people are supported by PT CAN (our Cultural Awareness Network), PT GEN (Gender Equality Network), PT DAWN (Disability & Wellbeing Network) and Pulse (LGBT Network). For more information, [click here](#).

OUR BEHAVIOURS

We expect certain behaviours from you about how you interact with colleagues, our partners, young people & the public. As someone who works in at a specialist/managerial level, we would expect that you live these behaviours.

Leading by Example	Continuous Improvement	Effective Communication	One Team	Delivering Results
<p>You inspire others through passion for what we do You keep young people and our end goal in mind You build trust in others through reliability and holding self-accountable for success Resilient in the face of challenges, not taking constructive criticism personally You're authentic and bring unique talents to work, encouraging others to do the same You role model integrity and act according to our Values</p>	<p>You champion change initiatives and help others see the benefits and opportunities You take an entrepreneurial approach to improving how we do things You seek opportunities to enhance own development and build expertise You role model a positive and constructive approach to giving & receiving feedback You support others in adapting to change</p>	<p>You're approachable, clear and assertive You cascade important and relevant information to others clearly and swiftly You treat people as individuals, tailoring communication and influencing style accordingly You communicate difficult messages and challenge others' thinking effectively You listen to and empathises with others to understand the root of situations before responding</p>	<p>You role model effective and mutually supportive teamwork with colleagues You manage the expectations of others, gaining buy-in where required You share knowledge and information You build and invest in relationships across The Trust You use awareness of how your own team fits within the wider organisation to find solutions</p>	<p>You translate The Trust's long-term vision and strategy into actionable plans & targets You take responsibility for making and implementing logical, data-based decisions You're flexible and responsive as priorities and requirements change You seek solutions and solve problems, empowering others to do the same</p>

THE WELFARE OF OUR YOUNG PEOPLE

The Prince's Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. As part of this commitment we undertake basic disclosure checks in accordance with the Codes of Practice for all roles within the Trust, and for our roles working directly with young people, at an enhanced level. Having a criminal record will not automatically exclude applicants.