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| **Role title:** | Media Adviser | **Responsible to:** | Media Relations Manager |
| **Division:** | Business Development and Engagement | **Department:** | Corporate Affairs |
| **Direct Reports and Level:** | None | **Scope:** | Global |
| **Scale:** | No budget / direct reports |
| **Regulated Function(s) Held:** | No |
| **Evaluation Level** | Core 1 | **Role Family** | Sales, Marketing and Communications |

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| **Role Purpose** |
| * Deliver a programme of media relations activity to help protect the reputation and raise the profile of MPS while also promoting our expertise and the benefits of membership * Provide a high-quality service direct to MPS members in all markets who face media scrutiny related to a case or claim |

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| **Accountabilities (RACI)** | **Examples measures of Success/KPI’s** |
| **Service Delivery/Leadership**   * Devise and implement media campaigns to deliver on Corporate Affairs objectives | * Media KPIs * Personal objectives |
| **Financial**   * Contribute fresh ideas to help ensure press office is working as efficiently as possible. | * Cost/budget savings |
| **Member**   * Contribute to the delivery of a 24/7 media support service for members * Monitor and provide robust challenge on emerging risks and issues arising from business activities which could be perceived as failing to deliver for members or are likely to have a material adverse effect on the Group, its operation or financial security. * Provide members with advice and guidance on emerging issues and dilemmas to demonstrate value | * Net promoter score * Member feedback * Colleague feedback * Media KPIs |
| **People**   * Take personal accountability for own training, competence, performance. * Comply with all governance, policy standards and processes. | * Delivery of Personal Development Plan * Performance review meetings |
| **Risk**   * Identify and help to mitigate reputational risks to MPS to minimise impact on MPS and members. | * Member feedback * Media reporting |

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| **Responsibilities (RACI)** |
| * Develop and implement effective media campaigns which will consistently deliver a strong media profile for MPS in key markets * Actively identify and act upon opportunities for MPS to promote itself, the benefits of membership and our expertise across a range of media platforms in key markets * Recommend the most effective way to handle potentially negative stories about MPS to help mitigate reputational damage * Forge and develop good working relationships with a range of journalists * Advise spokespeople and senior colleagues on media approaches and brief spokespeople ahead of media interviews * Provide, as part of media team, a 24/7 media support service to MPS members facing reputational damage relating to a case or claim, including advising on approach, drafting statements, working with medicolegal colleagues and lawyers, and addressing inaccuracies * Write and edit a range of impactful media material for publication in a broad range of media outlets and channels * Co-ordinate the placement of regular high-quality articles and features in the trade press; including pitching ideas, writing and reviewing copy. * Collaborate with a range of colleagues across the business to ensure media campaigns are coordinated and impactful. |

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| **Key Governance Responsibilities** |
| * None |

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| **Leadership Framework Competencies** | **Level** |
| Fresh Thinking | Leading Self |
| Building Capability in Self and Others | Leading Self |
| Influencing Others | Leading Others |
| Collaborating for Results | Leading Self |
| Leading Self and Others | Leading Self |
| Commercial and Risk Thinking | Leading Others |

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|  | **Knowledge and Qualifications** | **Skills** | **Experience** |
| **Essential** | * Detailed knowledge of media relations function and processes | * Ability to produce and edit a range of high-quality written material for a variety of audiences and channels * Ability to develop and deliver high impact, integrated media campaigns. * Ability to advise senior staff and spokespeople on strategy and reputational risk. * Ability to build relationships and influence both externally and internally. | * Proven experience in a busy press office environment * Experience of working under pressure and to tight deadlines * Can demonstrate the securing of trade and national media coverage * Proven track record in crisis/reputational management for an organisation or individual(s). |
| **Desirable** | * Knowledge of healthcare sector and health media * Media/communications courses/qualifications | * Ability to work on topics and material that can be technical and complex * Knowledge of social media communications and platforms | * Some media relations experience in countries outside of UK |