|  |  |  |  |
| --- | --- | --- | --- |
| **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 |

|  |
| --- |
| **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
 |

|  |  |
| --- | --- |
| **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
 |

|  |
| --- |
| **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.
 |

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

|  |  |
| --- | --- |
| **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 |

|  |  |  |  |
| --- | --- | --- | --- |
|  | **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
 |