

## JOB DESCRIPTION

### Senior Media & PR Manager

**Background** | As a member of the Royal Osteoporosis Society team, your role exists to work with colleagues to ensure better bone health for everybody and help people to live well with osteoporosis.

**Our vision** | No more broken bones. No more broken lives.

**Our purpose** | We transform lives and society by leading the effort to improve bone health and defeat osteoporosis.

#### Our goals:

- To drive fracture prevention amongst people who are at high risk.
- Quicker diagnosis and better ongoing care, wherever people live.
- To support more people live well with osteoporosis.

#### We have four guiding values:

**We're Bold** | We fearlessly stand up for and give a voice to people who need us.

**We're Focused** | We concentrate on where we can make the biggest difference.

**We're Collaborative** | We work as one team and embrace partners to change society together.

**We have Integrity** | You can trust us to do what we say we will.

We have eight supporting **beliefs** which guide every decision you make on behalf of the ROS and, in turn, the way we live our values.

#### We believe:

- We put our beneficiaries at the heart of everything we do
- In spending every £1 wisely
- We are the collective voice of people with osteoporosis
- We are the recognised experts in osteoporosis and bone health
- We have the knowledge and influence to change policy and healthcare systems
- Asking for money is vital
- We can achieve more together than on our own
- Everyone with osteoporosis should be able to live well and manage their conditions in ways that best meet their needs

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#### **Context**

The Royal Osteoporosis Society is entering an exciting and ambitious period of growth and transformation. We aim to increase our visibility, deepen engagement and strengthen our position as the leading voice on bone health and osteoporosis.

At the same time, the ROS has launched a new Income & Engagement strategy focused on growing audiences, increasing impact and building more integrated, audience-centred journeys.

This role will be a key driver of our media and PR activity. With a strong understanding of the national media landscape, you will provide strategic oversight of reputation, media opportunities and media risk, to facilitate awareness, influencing and the charity's income objectives.

#### **The Role**

This role requires an experienced media manager with excellent planning and stakeholder management skills. You will play a key role in the proactive and strategic planning of the ROS' media activity, whilst also being responsible for delivery.

Key responsibilities will include:

- Leading and developing the ROS' national press office function.
- Developing a national media and PR strategy.
- Planning, pitching and delivering media coverage to a range of broadcast, print and online media to raise awareness of osteoporosis, bone health and the work of the Royal Osteoporosis Society.
- Identifying and prioritising media opportunities and responses arising from the news, health and policy agenda.
- Managing relationships with case studies, ambassadors, celebrities and clinical experts to support them to feature in our media and PR activity.
- Evaluating media activity, owning media KPIs and reporting on organisational media performance.

#### **Key Responsibilities**

##### **Strategic**

- Lead and develop the ROS's national press office function.
- Translate organisational strategic direction into a clear media and PR strategy with measurable KPIs.
- Build strong, collaborative relationships across the organisation to identify and deliver strategic media campaigns and understand the impact of media activity.

- Contribute to strategic thinking within the Income & Engagement directorate and Marketing & Communications team.
- Take a proactive lead on crisis communications and reputational risk management.
- Advise senior leaders and spokespeople on media opportunities and risks.
- Oversee organisational media planning and prioritisation (outside of the FLS campaign).

## **Media and PR**

- Devise and lead an ambitious media strategy to increase awareness and understanding of osteoporosis, bone health and the work of the Royal Osteoporosis Society.
- Respond to relevant news, policy and political stories, developing an ROS response, working with senior stakeholders to approve, and distributing in a timely manner.
- Develop and oversee proactive national media campaigns, raising awareness of osteoporosis, its impact, risk factors, treatment and care and the work of the ROS.
- Develop and oversee media and PR activity to support income generation, including corporate partnerships, membership and fundraising appeals.
- Lead proactive media and PR activity, pitching ideas and stories to a range of media outlets.
- Cultivate strong relationships with journalists, editors, producers and digital-first media outlets.
- Manage relationships with suppliers, including renewal of systems and licences.
- Regular monitoring of the Media mailbox.
- Cover media enquiries out of hours as and when required.

## **Celebrity / ambassador management**

- Develop and deploy ambassadors, spokespeople and celebrities to support strategic media objectives
- Identify and secure opportunities for ROS spokespeople across mainstream and specialist channels.
- Brief, prepare and support clinical advisors and other expert spokespeople for media opportunities.

## **Case study management**

- Manage case studies, including sourcing and interviewing participants, handling media requests and stewarding relationships.
- Work sensitively with case studies, ensuring they have an excellent experience of working with the ROS.

### **Measurement and evaluation**

- Own media KPIs and report on organisational media performance.
- Evaluate the effectiveness of media activity and recommend future priorities.
- Ensure resources are directed towards the highest-impact media opportunities.

### **Budget management**

- Allocate and manage project budgets as delegated by the Head of Marketing and Communications.

### **Stakeholder management**

- Work collaboratively with Influencing colleagues and the Senior Media Campaign Specialist to maximise the impact of campaigns through earned media.
- Work with colleagues in Marketing, Communications and Fundraising to understand strategic objectives and deliver supporting media activity.
- Prioritise where necessary and communicate effectively regarding decision-making and processes.
- Work with external agencies and stakeholders as required, providing clear direction and building effective working relationships.

### **Line Management**

- Line management of Communications Coordinator.

### **Person Specification**

#### **Essential**

1. Significant experience leading a press office or national media function.
2. Proven experience securing national news coverage, working with broadcast, print and online media.
3. Proven experience developing proactive media and PR strategies, seeing through to delivery.
4. Demonstrable ability to react appropriately to emerging news stories, with a strong understanding of the UK media landscape.
5. Ability to interpret and respond to relevant policy and political developments.

6. Experience leading reputational risk and crisis communications.
7. Experience advising senior leaders and spokespeople.
8. Experience working sensitively and empathetically with case studies and supporters.
9. Experience building relationships with, stewarding and deploying ambassadors/influencers and high-profile spokespeople.
10. Excellent written and oral communication skills, with proven ability to create press releases, briefings, features and media campaign content.
11. Strong stakeholder management skills, with the ability to influence and build credibility across different teams and with external partners.
12. Demonstrable line management skills, with the ability to motivate and mentor colleagues.
13. Highly organised, with the ability to manage multiple projects and competing deadlines.
14. Strong knowledge of media monitoring tools and reporting, with the ability to recommend and measure media activity appropriately.
15. Willingness to be on-call and, if necessary, respond to media queries outside of working hours.
16. Experience of line management.

#### **Desirable**

1. Experience of working in a charity or purpose-led organisation.
2. Knowledge and understanding of health or charity sector.
3. Knowledge of the health policy and political environment.

*The Royal Osteoporosis Society prizes diversity, both in our organisation and across our communities. We have an Equal Opportunities Policy and do not discriminate on the grounds of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race (including colour, nationality, and ethnic or national origin), religion or belief, sex (gender) and sexual orientation.*