

JOB DESCRIPTION

Job Title: Media Relations and Communications Manager

Department: Marketing and Communications

Reporting to: Head of Marketing and Communications

Location: Head office and home based

PURPOSE OF ROLE:

To increase brand visibility, shape public perception, and uphold Tenovus Cancer Care's reputation.

To support and implement the strategic development of the Marketing & Communications department and work collaboratively with colleagues to achieve the charity's aims.

MAIN DUTIES AND RESPONSIBILITIES

Build and maintain relationships with key media outlets, including Welsh language publications, positioning the charity as the go-to source for cancer-related stories in Wales.

Plan and execute proactive media campaigns to raise awareness of the charity's work, as well as respond promptly and effectively to reactive media opportunities, including - when necessary - those which can arise outside normal working hours.

Develop accurate, timely briefs for spokespeople and provide media training, if required, to ensure key messages are delivered effectively during interviews.

Work with our Storyteller to source, produce, and maintain a compelling library of case studies for use across our channels.

Effectively manage the performance of direct reports, ensuring work delivery meets the organisation's strategic priorities and personal and team objectives are positively met by promoting a values-based performance culture.

Collaborate with colleagues and external partners to explore new ways to enhance brand awareness and deliver integrated media campaigns.

Work closely with the Marketing Manager and meet regularly to align activities and reflect media work across all communication channels.

Manage delivery of internal communications, disseminating timely updates and information to staff.

Support the Leadership Team in crisis management, ensuring the media aspect of the crisis communications plan is regularly reviewed and updated.

Manage budgets for media-related activities, where appropriate, including monitoring services and freelancers.

Track and report on key performance indicators.

Prepared by: Head of Marketing and Communications

Date Prepared: 02/01/25

PERSON SPECIFICATION

	Essential	Desirable
Experience & Knowledge		
Demonstrable experience of working in a similar media relations or communications role.	●	
Line management or supervisory experience of staff and / or volunteers.	●	
Experience of adhering to brand guidelines and tone of voice.	●	
Experience of building relationships and working empathetically with people in sensitive situations.	●	
Established relationships with the media in Wales and an excellent understanding of how it operates at a regional and national level.		●
Skills, Aptitudes & Abilities		
Creative thinking, with the ability to identify opportunities, expertly advise and challenge appropriately to create workable plans.	●	
Strong organisational skills and keen attention to detail, in order to plan and schedule multiple projects, respond to reactive opportunities, and develop and maintain GDPR compliant databases.	●	
Strong verbal communication skills, able to convey complex ideas simply and persuasively.	●	
Exceptional writing and editing skills, with a proven ability to draft news releases, statements, stories, and other content, in an accurate and engaging way.	●	
Strong interpersonal and networking skills, able to build rapport and relationships with a diverse range of people both internally and externally.	●	
Ability to communicate through the medium of Welsh or a willingness to learn Welsh.		●

FLEXIBILITY STATEMENT

In addition to the duties and responsibilities outlines, you must be prepared to undertake such additional duties which may result from changing circumstances, but which may not of necessity change the general character or level of responsibility to the post.

CONFIDENTIALITY

Ensure, in the course of employment, complete confidentiality is maintained in respect of the Charity, its dealings, transactions, affairs and all other information relating to clients, participants, associates, staff etc. and to ensure that all information relating to the above is

processed in accordance with the Data Protection Act 2018 and the EU General Data Protection Regulation ('GDPR')

COMPETENCE

You are responsible for limiting your actions to those which you feel competent to undertake. If you have any doubts about your competence during the course of your duties you should immediately speak to your line manager.

RISK MANAGEMENT

It is a standard element of the role and responsibility of all staff within the Charity fulfil a proactive role towards the management of risk in all of their actions. This entails the risk assessment of all situations, the taking of appropriate actions and reporting of all incidents, near misses and hazards.

HEALTH AND SAFETY REQUIREMENTS

All employees of the Charity have a statutory duty of care for their own personal safety and that of others who may be affected by their acts or omissions. Employees are required to co-operate with management to enable the Charity to meet its own legal duties and to report any hazardous situations or defective equipment.

SMOKING

All employees, whilst in Tenovus Cancer Care's employment, are required to adhere to the Charity's no smoking policy. Any breach of this policy will be deemed as gross misconduct.

WORKING WITH VOLUNTEERS

All employees, whilst in Tenovus Cancer Care's employment, may be required to recruit and manage volunteers. This is an expectation for all roles at Tenovus and full support will be provided by Tenovus' Volunteering department.

EQUAL OPPORTUNITIES

The Charity is committed to providing equal opportunities in employment and to avoiding unlawful discrimination in employment and against customers. All employees are expected to promote equal opportunities for staff and clients in accordance with the Charity's Equal Opportunity Policy and Procedure.

VALUES

The charity works within a culture that reflects the following values – Integrity, Supportive, Inclusive, Innovative and Collaborative. All employees are expected to demonstrate and reflect these values in their day-to-day activities.